PRINTERS' INK

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol. CXXX, No. 9 New York, February 26, 1925

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B. A. I. S. 1902 with N. W. Ayer & Son



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"Oh! We ain't goin' to scratch no mo'!"

Myrmidons of the louse, flea, tick and bug kingdom have met uncompromising foes in Dr. Hess & Clark, Inc., of Ashland, Ohio. Because of these veteran veterinarians' successful line of live-stock remedies, animals everywhere are becoming cleaner, happier, healthier, and more profitable to themselves and their owners, than ever they were since the Garden of Eden.

Horses in California, mules in Missouri, sheep in Montana, hogs in Iowa, dairy cattle and chickens from Boston Harbor to the Golden Gate, are beneficiaries of Dr. Hess & Clark Stock Tonic, Dip and Disinfectant, Poultry Pan-a-ce-a, Louse Killer, Roup Remedy and Fly Chaser.

Not a small part of this animal comfort and farmer profit is due to Advertising Headquarters. For to us belongs the satisfaction of preparing and placing advertising that is annually increasing farmer interest in animal economics and increasing the farmer acceptance of Dr. Hess & Clark livestock preparations.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAG

SAN FRANCISCO



What About the Other 50,000,000?



THE PROGRESSIVE FARMER
THE PRAIRIE FARMER
THE WISCONSIN
AGRICULTURIST
THE AMERICAN
AGRICULTURIST

WALLACES' FARMER
THE BREEDER'S GAZETTE
HOARD'S DAIRYMAN
THE NEBRASKA FARMER
THE PACIFIC RURAL PRESS
OHIO FARMER
MICHIGAN FARMER
PENNSYLVANIA FARMER
MISSOURI RURALIST

KANSAS FARMER & MAIL & BREEZE THE FARMER, ST. PAUL

NOTE: Individual repre-entation of the Capper papers continues as formerly but the Capper organization co-operates with the Standard Farm Paper organization in selling combination business. Invoices for unit business (one order, one plate, one bill) will be rendered from Standard Farm Papers, Inc., Chicago, or Wallace C. Richardson, Inc., New York.

Standard Farm Papers, Inc.
Wallace C. Richardson, Gen. Mgr.
608 South Dearborn St., Chicago

EVEN though you were to spend millions of dollars for advertising in the publications that reach city and townspeople, you would still be missing nearly half your market!

What about the other 50,000,000—the rural families that want (and can afford) everything that city dwellers buy? They are responsive the farm paper advertising, and they give you a higher percentage of purchasing power per thousand of circulation.

The largest and most influential group of publications through which you can reach the farm field is the

STANDARD FAREM UNIT

CIRCULATION, 2,000,000

The largest selective circulation.

The most influential editorial alliance.

A comprehensive merchandising service.

An unequaled dealer influence.

A liberal saving made possible by

ONE ORDER—ONE PLATE

—ONE BILL

Details of circulation and rates cheerfully furnished on application.

STANDARD FAREM UNIT

Wallace C. Richardson, Inc. 250 Park Avenue New York

San Francisco, 547 Howard Street

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PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter june 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXX

NEW YORK, FEBRUARY 26, 1925

Those Orders You Turn Over to Jobbers

Do They Lead to Larger Total Orders from Jobbers or Is the Expense of Getting Them Wasted Money?

By a New York Sales Manager

"L AST year, a sales and ager confided to me, "we AST year," a sales manused twenty-six specialty men and secured just short of \$300,000 in orders which were turned to our jobbers. This represented a shade under \$220,000 worth of merchandise at our prices to jobbers. But our sales to jobbers increased only \$245,000-a net gain of \$25,000 on an investment of over \$150,000."

Another sales executive, speaking on the same subject, said: "In 1924, using an average of twentyone small-town men, we turned to the jobber almost \$200,000 in turnover orders. This represented \$130,000 that the jobber had to buy from us to fill those orders. Yet, our increase in sales to jobbers was only \$110,000, showing a net loss in comparison with the previous year, when we did no small-town work at all. But the strange part of it is," he continued, with a puzzled expression, "that we can count twenty-seven carloads of our product, which, as you know, bulks large for its dolar value, which was due solely to the work of these small-town men. What's the answer?"

The answer in both cases has since been found. It should be interesting to all sales managers who have salesmen combing the small towns for orders which are later turned over to jobbers.

It is all very well for the sales manager engaged in this work to msist that his rule calls for a two, two-and-a-half or three to one

turn. While there is probably no reader of PRINTERS' INK not familiar with the principles of turning orders to jobbers, perhaps it is wise to define a two-to-one turn as one requiring Mr. Jobber to buy twice as many dozen shoe trees or elephants on the hoof as the small-town worker has sold in his behalf. Similarly, a three-to-one turn means that the jobber has bought three times as many units as the small-town salesman has

It is natural to boast of a high ratio of turn (which should not be confused with turnover), but this is meaningless except in connection with the jobber's total purchases. As one sales manager confessed, his average turn resulted in the jobber's buying oneand-three-quarters to one-yet the total purchases of all of his jobbers were less than in 1923, in which no turn-over work was done-this in the face of \$200,000 worth of business turned to job-

The correct answer to this problem, which is neither an old one nor a new one, lies in the handling of small-town work by the senior salesmen involved. Similarly, the work of the senior salesmen depends largely upon the abilities of the sales manager himself.

Every sales manager, regardless of his other good qualities, has a lot to learn during his first year in small-town work. Quite logically, he assumes that his jobbing accounts

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will grow in size in proportion to the amount of business turned to them. But that does not follow necessarily.

For the jobber will invariably base his present orders upon past purchases. He may very willingly, and with but slight pressure, order sufficient stock to double all turn-over orders placed with him—but if he is not watched he will cut down his normal stock order to such an extent that the total order placed is no greater than in the previous year, during which no specialty work was being done in his field.

Just how much harm this jobber practice can do came to my attention in my work as a sales consultant. During 1923, a Pennsylvania manufacturer became converted to small-town work. In December of that year, he built a force of fourteen men. They were well chosen and well coached. They began their trips on the day following New Year's, 1924.

These men, in the face of the

These men, in the face of the worst road conditions in years, did yeoman service. Their weekly sales, and particularly the number of towns covered daily, were decidedly creditable to them and to the careful plan which had been worked out.

This manufacturer's product is shipped in carload lots. The average city of 100,000 will take one heavy car a year, while a city of 150,000 will take a spring and a fall car. The difference between carload and less-than-carload rates is so great as to be prohibitive, from a competitive standpoint.

What actually happened was that the senior salesman who turned the orders over to jobbers secured a proper ratio of turn, but fell down miserably upon the basic stock order. Consequently jobbers' stocks in the one-car-a-year cities were exhausted of many items. At the same time, there was not weight enough available in late fall to make up a second car. As a result, the jobbers substituted competitive lines from October to New Year's, and will continue to substitute until the February, 1925, cars reach them.

In the two-cars-a-year cities the situation was relieved somewhat by shipping the second car at a earlier date. But even then, the jobbers simply did not stock heavily and by November, even in two-cars-a-year towns, jobbers were substituting competitive lines.

The failure of the senior sales man to follow through and capitalize the work of the small-town salesmen, not only has meant a loss of at least \$100,000 in earned sales, but, worse than that, it has virtually created demand for a competitive article which the latter otherwise never would have enjoyed.

The greatest difficulty in the present-day situation lies in the complex nature of its solution. It is a human as well as a mechanical problem. In many ways, it calls upon the senior salesman to perform a mental right-about-fax—even though he is right in its original stand.

WHERE THE TROUBLE LIES

Here is the crux of the matter. It is admitted among sales managers that the senior salesman should be, primarily, a man who sells a proposition, and, secondly, man who sells merchandist This means that the better salemen of today, particularly in line of many items and in competitive fields, endeavor to convince the dealer that he should buy ther lines. The old way was to sel item by item-a few new one each trip-and let him buy what he chose of the competitor in the meantime. The new and sound idea is to point out to the dealer the saving which he can make by concentrating upon one line of upon as few lines as can actually be rated as standard in the sense of enjoying deserved demand in his territory.

Many good salesmen of today, therefore, have been selling their proposition so skillfully that the matter of individual items has become of minor importance. Once the line is sold, the specific items are merely a matter of recommendation by the salesman.

But cashing in on small-town work requires both the sale of a 6, 1925 ies the newhat at an n, the heavn twoes. salesd cap-11-town eant a earned it has for a he latd have



The Social Currency of Christian Herald

CHRISTIAN HERALD does a double duty—and often triple and quadruple duty—in every Christian Herald home.

To pass along one's copy of Christian Herald to relatives and friends is an established act of friendly social procedure in smaller towns—and one that provides a welcome excuse for many a friendly call.

The advertiser's message enjoys in Christian Herald a visibility several times that of the circulation of the magazine—plus an unusual opportunity for discussion under the most sociable of auspices.

Christian Herald

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proposition and the sale of quantities of merchandise rather than items of merchandise.

This is how it should be done. First of all, the senior salesman must sell the jobber upon the lasting and far-reaching effects of the small-town work which is being done. He must create in the jobber's mind a positive belief that this work will increase the jobber's sales. He must sell the jobber the thought that the one way the latter can increase profits most rapidly is to support the work of small-town men, not only by instructions to his own sales force, but also by anticipating demands and carrying adequate stocks.

The senior salesman must, therefore, be certain that the jobber is thoroughly sold upon what has happened, what is happening and what will happen in increased demand from his own customers. Then, with the analysis by items and quantities of orders obtained by the small-town men and turned to the jobber completed, the most important part of the sale begins.

Perhaps the best practice for the salesman is, first of all, to secure his regular stock order, using the jobber's own records to show what he has on hand, what he has previously purchased and what he has previously sold. In this way, item by item, the original stock order may be built up, and the proper quantities, without reference to any turn-over orders, be secured.

When this original stock order has been completed, the senior salesman starts in with new items—items not previously stocked by the jobber. Instead of being merely a matter of recommendation and acceptance, it now becomes a matter of proof and acceptance. For the turn-over orders tell their own story, so far as creating demand for the new item is concerned. They also indicate—but only indicate—the quantity demand already created.

It is the simplest psychology to use these new items as the first of the supplemental stock order, because the jobber knows that he has not sold them in the past, and must sell them in the future, if he is to play fair with the manufacturer whose small-town men have secured orders for these new items. He recognizes these new items as supplementary—as some thing over and above and beyond the original stock order which has just placed.

Mr. Senior Salesman should make his big fight at this point for the ratio to turn. He should point out that the actual orders secured for these new items represent only an indication of their sales possibilities to the jobber. He should show that these items were, it every sense of the word, sold and not ordered by the small-town dealer. They were something that the small-town dealer never could obtain from the jobber. The dealer bought them because he was convinced that he could sell them.

Then, the senior should stress the fact that while these new items have been pre-ented and explained to hundred of dealers, his records proved that on the first trip over the territory the small-town salesman had sold but one of four-leaving three of the jobber's customers out of every four as mighty good prospects for the new items. senior salesman should emphasize that the introductory work has been done, and if the jobber's om salesmen will follow up the introduction made by the smalltown men, they will secure at least one or two of the remaining three small retailers who did not pur-

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After that, the salesman shoul shift the argument to the reorder from those who have bought. It should point out that as the item in new, small-town dealers naturally have bought only moderately. It can estimate in many lines that they have bought from three to four months' stock and, consequently, the purchases which the jobber may expect from those who have bought the new item will be three to four times at large as the initial order.

As it is human for the jobber to make some deductions for various causes, it can safely be assumed based on experience, that the

(Continued on page 178)

26, 1925

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"This machine contributes 96 loaves per minute to our nation's bread supply"

"Golly, Mr. Harris, that would last our family almost three months."

"That's right. In one minute, this bread-moulder turns out enough loaves to supply ten families of four persons each for one week. It runs sixteen hours a day. This activity is going on in every city in the land."

In the growing age, boys live to eat. But somewhere in their middle teens they suddenly awake to the fact that the forces at work to satisfy their hunger constitute one of our greatest national industries. Industrial trips in high school bring home to them the vital place that food supply and cleanliness occupy in our national life.

The food industries of America can find no more fertile field for present and future profit than the boyfield with its boy-hunger and boy-enthusiasm. THE AMERICAN BOY, chum to 500,000 growing youngsters averaging from 15½ to 16 years old, is the directest road to boydom. Eating for health is a regular part of its editorial policy.

Leaven the buying habits of these boys, soon to be men, by acquainting them with your trade-mark. Advertise to them directly in their own publication, THE AMERICAN BOY. Copy received by March 10th will appear in May.

American Boy
The Regard Industrial Business for Boys and May Madel
Detroit Michigan

Four Days out of



The British edition of "Population and its Distribution," a compact analysis of the British market, has just been completed. We shall be glad to send you a copy upon request.

J. WALTER
ADVERTISING

every week England must seek her food supply overseas



O feed her dense population of 47,000,000 people England is a constant and heavy buyer of foreign food products of all kinds. Her own soil yields less than half enough to supply her needs.

American manufacturers alive to this opportunity are building up increased sales volume in this great market.

One canned food product, for sixteen years a leader in America, entered English markets four years ago. In the face of vigorous competition from similar articles already established, it has achieved a large and growing volume.

Another food product grown in the United States has within eighteen months captured 25% of the British market on this particular product, acknowledged the most competitive in the world.

The experience of the J. Walter Thompson Company with these and other products selling in Great Britain and on the continent has shown that the same principles that have won leadership in America will achieve success abroad.

THOMPSON

NEW YORK CHICAGO BOSTON CINCINNATI SAN FRANCISCO LONDON

Our 100 Salesmen Don Overalls to Sell Them

Lee Salesmen Also Spend Much Time in Store Demonstration Work

By E. D. Voorhis

General Sales Manager, The H. D. Lee Mercantile Company

STORE demonstration work heads the list in our sales program for 1925. Heretofore, our salesmen have put on annual demonstrations for dealers who were willing to co-operate. This year, our plans include two demonstrations for each merchant; one in the spring and one in the fall.

The H. D. Lee Mercantile Company learned the secret of s a le s-producing demonstrations several years ago when we first introduced Lee Union-Alls, a onepiece work garment. Our sales-men found that the only way they could convince dealers (who before had sold only the regular overalls) that these new one-piece suits would sell, was to demonstrate them and sell a number for the dealer. So these salesmen put on their Union-Alls, called on their customers and demonstrated the advantages of one-piece work garments. By demonstrating Lee Union-Alls day after day in store windows and to groups of workmen, this garment won favor quickly. Of course, our salesmen had the backing of a strong national advertising campaign.

Today, our company manufactures a complete line of work clothing, including Lee Union-Alls, overalls, work shirts, work pants, shop coats and play suits. We have a force of 100 salesmen, who cover the country and cooperate cheerfully with every merchant who wants to hold a demonstration. Each salesman is thoroughly trained in this work and spends a considerable part of his time helping dealers increase their sales by demonstrations.

No set formula is used in holding Lee demonstrations. The date selected is usually Saturday. The merchant keeps his store open later on Saturdays and more persons visit his store, both in large cities and small towns.

To help attract a crowd, a special feature is planned for each demonstration. It may be a guessing contest on the number of threads in a particular garment. It may be a free shop cap, given

He's Not a Magician but he has a hat full of stunts



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THE R. D. LEE MEDICANTILE COMPANY Names City, No.

Lee Work and Play Clothing

THE SALESMEN'S DEMONSTRATIONS AND USED AS BUSINESS-PAPER COPY

to every man who visits the demonstration. It may be free doll overalls, given to every little girl who brings her daddy to the demonstration. Whatever it is, this feature is played up for several days before the date of the demonstration.

A great many dealers advertise the demonstrations in their local newspapers in connection with special sales. We furnish free cuts for the purpose. We also supply each dealer with circulars to

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96%

of all national advertisers*
in the Des Moines newspapers in 1924 scheduled
their campaigns for

The
Des Moines Register
and Tribune-News

Sixty-eight per cent used The Register and Tribune-News exclusively in Des Moines.

*Proprietary Medical Advertising Not Included announcing the demonstration.
Our salesman helps decorate the

Our salesman helps decorate the windows and arranges the interior displays. We usually insist on a strong window display of Lee garments, and also that the demonstration be held in the front part of the store. Our salesman instructs the owner and clerks concerning the advantages of the Lee garments. He goes into the window and demonstrates Lee overalls. He helps sell in the store. He does everything he can to make the demonstration a prof-

itable affair.

Our demonstrations have been uniformly successful. The dealer not only sells a large number of Lee work and play garments, but he increases his sales in other departments of his store. Also, during the demonstration, the dealer and his clerks learn more about the selling points of Lee garments than they could learn in any other The Lee salesman is right there to coach them along. most cases, we find that dealers who have held Lee demonstrations, sell more Lee garments after the demonstration than they ever did before.

Lee demonstration work is backed up by an intensive national advertising campaign in thirty-two publications reaching the great markets for work clothing—farmers, railroad men, mechanics and factory employees, and of course, the dealers. Two national women's publications are used to carry the message of Lee play suits to

mothers.

"Printers' Ink" Model Statute

Before Maine Legislature
The PRINTERS' INK "Model Statute"
has been introduced in the State Legislature of Maine by representatives from
Augusta. If passed, and enacted into
law, Maine will be the twenty-fourth
State to place this law against fraudulent advertising on its books.

Men's Hat Account for

Humphrey Agency
The Hill & Loper Company, Danbury,
Conn., manufacturer of men's hats, has
appointed the H. B. Humphrey Company, Boston advertising agency, to direct its advertising. Magazines and
newspapers will be used.

Grape-Nuts Account with Young & Rubicam

Young & Rubicam, Philadelphia advertising agency, have been appointed to direct the advertising of Grape-Nuts, according to information which Printess, Ink has received from G. W. Williams, Jr., advertising manager of the Postum Cereal Company, Inc. Young & Rubicam will continue to direct the advertising of Postum and Malted Grape Nuts.

The institutional advertising of the Postum Cereal Company, together with the advertising of Post Toasties, Post's Bran Flakes and Post's Bran Chocate, is being handled by the New York office of Erwin, Wasey & Company.

Don M. Parker Leaves Century

Century

Don M. Parker has resigned as advertising director of The Century and St. Nicholas, as business manager of The American Golfer, and as secretary of The Century Company, New York. He has been with the company for fitteen years. T. K. McIlroy succeed Mr. Parker as advertising director of the three publications. Dana H. Ferni, manager of the educational book department of The Century Company, has been elected secretary to succeed Mr. Parker.

Bonita Candy Account for Milwaukee Agency

The Bonita Candy Company, Fond du Lac, Wis., has placed its advertising account with Klau-Van Pietersom-Dunlap-Younggreen, Milwaukee advertising agency.

tising agency.

Newspapers and outdoor advertising will be used in placing a new candy bar on the market.

Edward Ver Linden Heads Peerless Motor

Edward Ver Linden has been eletted president, general manager and a director of the Peerless Motor Car Company. He was formerly president and general manager of Olds Motor Works, and later was with Durant Motors, Inc. He succeeds D. A. Burke, resigned.

W. J. La Varre Joins Wales Agency

William J. La Varre has resigned as vice-president of Foote & Morgan, Inc. New York advertising agency, to become associated as a partner in the Wales Advertising Company, also of New York.

Atwater Kent Account for Barton, Durstine & Osborn
The Atwater Kent Manufacturing

Wisco

The Atwater Kent Manufacturing Company, Philadelphia, has appointed Barton, Durstine & Osborn, New York, to direct its advertising account. 1925 h

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The Cash Register Verdict

URING 1924, Milwaukee department stores used a half million more lines of space in The Milwaukee Journal than in the other two Milwaukee papers combined! Of all local advertisers. department stores have possibly the best opportunity to check immediate results from newspaper advertising. When local merchants show such a marked preference for one newspaper in Milwaukee, national advertisers can well feel that their own preference for The Journal is solidly founded. Both local and national advertisers obtain a maximum volume of business in this market at the lowest advertising cost per sale when they concentrate in The Journal. This newspaper is read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee Journal

FIRST-by Merit

Wisconsin-First State in Value of Dairy Products

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The Gateway to...

The circulation of the Sunday Chicago Herald and Examiner is greater than the circulations of all the Chicago evening newspapers combined.

"More Than a Million...

For More Than a Year"

Chicago Herald

NEW YORK: 1819 Broadway

the Chicago Market

Manufacturers and agencies are invited to write for detailed information for securing jobber and dealer distribution in this Great Market. The Gateway to the Chicago Market

and Examiner

SAN FRANCISCO: Monadnock Bldg.

"BEST SELLERS" and "BEST BUYERS"

Keep your product on the "best sellers" list by keeping it before the best buyers. These "best buyers" are the substantial people in a community who have money to spend, and who spend it wisely. They buy where they have confidence.

In Chicago and the great Chicago Market, they use as their buying guide the advertising columns of

THE CHICAGO DAILY NEWS

The buying response to the advertising messages broadcast by this newspaper through its 400,000 circulation to its approximately 1,200,000 readers daily, has been tested out so profitably by both local and national advertisers that, year after year, The Daily News leads all the other Chicago daily newspapers in total volume of advertising lineage.

For the year 1924 this total volume of display advertising lineage came to

15,099,527 agate lines in The Daily News 11,774,440 agate lines in the second paper

THE CHICAGO DAILY NEWS

First in Chicago

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Now Uncle Sam May Go Gunning After Wildcat Promoters

That Is, He Will If Manufacturers and Others Get Behind the Denison Bill

Washington Bureau of PRINTERS' MONG many excellent bills A that have failed to gain the attention of the House and the Senate during the present session of Congress, none is more important to honest business interests and the public than the Denison Bill (H. R. 4). Its purpose is to prevent the use of the United States Mails, as well as other agencies of interstate commerce. for transporting and for promoting or procuring the sale of securities contrary to the laws of the States.

1925

If enacted into law, this bill will be a powerful influence toward the prevention of the present heavy drain on legitimate merchandising caused by the promotion of fraudulent and worthless securities. Those who are conversant with the national problem created by the marketing of worthless securities and who have studied the Denison Bill are of the opinion that it presents one of the most effective means yet devised for the suppression and prevention of this vast waste of purchasing power. Few bills have ever received such certain and unqualified approval of a congressional committee.

In principle, the Denison Bill simply supplements existing State laws and provides for Federal cooperation with the State law enforcement machinery by forbid-ding the use of the Federal interstate commerce agencies for the purpose of evading or violating the State laws. Some idea of the value and effectiveness of this proposed legislation may be gained through a consideration of the following facts. All of the States, with the exception of Colorado, Connecticut, Delaware and Nevada, now have fraudulent security laws. Many of these laws are excellent but they are being evaded

through the use of the mails and other agencies of interstate commerce. The Federal Government is given exclusive control over these agencies by the Constitution and as a result the States find it impossible to stop the crooked promoters.

The bill is specific in its definitions. It states that as used in its provisions, the term "security" means and includes any note, stock, treasury stock, bond, debenture, transferable certificate of interest or participation, certificate of interest in a profit-sharing agreement, certificate of interest in an oil, gas or mining lease, collateral trust certificate, any transferable share, investment contract, or beneficial interest in or title to property or profits, or any other instrument commonly known as a security.

The second section provides that it shall be unlawful, after passage of the bill, for any person in any State, territory or district of the United States to deposit in, or cause to be delivered by, any agency of interstate commerce any security for sale to any person in any State, territory or district in which it is, at that time, unlawful to sell, or offer for sale or delivery to such person, or solicit from such person, subscriptions to or orders for such securities.

A similar provision of the bill controls the advertising of fraudulent securities and makes it unlawful, after the passage of the act, for any person:

To deposit in, or cause to be deposited in, or cause to be carried or delivered by the United States Mails, or to deposit with, or cause to be deposited with, or cause to be carried, transmitted, transported, or delivered by any railroad company, express company, telephone company, or other agency of interstate commerce, any letter, message, postal card, circular, or pamphlet intended (1) to tender for sale, directly or indirectly, any security or securities; or intended (2) to solicit

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subscriptions to or orders for such security or securities; or intended (3) to procure advertisement for sale of such security or securities in a newspaper or other publication; when in either case such letter, message, postal card, circular, or pamphlet is addressed, sent, directed, or consigned to any person at any place in any other State. Territory, or District of the United States in which it is at that time unlawful to sell, offer for sale, tender for sale to such person, or solicit from such person subscription to or order for such security or securities.

Another provision of the act is that every sale of a security made in any manner directly induced by any of the activities prohibited in the sections just mentioned shall be void at the option of the purchaser, who may recover from the person making the sale, or any other person who knowingly performed any act which contributed to bring about the sale, the full amount paid by him for the security together with all court costs and reasonable attorneys' fees in any suit brought for that purpose. Evidently this provision has two purposes. It will not only afford a civil remedy to one who has sustained a loss through the purchase of an illegal security, but will also act as a deterrent to those promoters who might otherwise violate the act for the purpose of financial gain.

Persons violating the provisions of the act may be punished (1) in the district in which the unlawful matter was deposited in the mails or delivered to any other agency of interstate commerce. (2) in the district in or to which the unlawful matter was caused to be sent for delivery, or (3) in the district in which is was caused to be delivered to the person to whom it was addressed. The language of the bill, in this respect, follows substantially the venue provisions of the postal fraud laws.

One of the strong features of the measure is that, in any suit or other proceeding, civil or criminal, brought under the act, the burden or proof of any exemption claimed as a defense shall be upon the defendant. The bill also provides that the Attorney-General shall, within a certain

time, compile and publish the security laws of the different States for the use of the Department of Justice in administering the law, and shall furnish copies of the laws with all of their amendments to the various United States district attorneys, and, under such terms, rules and regulations as the Attorney General may provide, to any other person upon written application.

A fine of \$2,000 or imprisonment for not more than two years, or both, is provided as a penalty for a first violation, and \$5,000 or imprisonment for not more than five years, or both, for the second violation of the act.

All previous Federal bills designed to prevent the sale of worthless securities, have been objected to on the ground that they would hamper and prevent the sale of legitimate stocks. report on the bill, the Committee on Interstate and Foreign Commerce comments at length regarding this problem, and states that the official representatives of several large financial associations, in collaboration with the author of the bill, devoted many weeks to the study of the subject with a view to evolving a series of exemptions from the provisions of the bill which would not detract from the effectiveness of the law in suppressing the flotation of fraudulent securities, and would at the same time, secure to valid and legitimate securities freedom in interstate commerce.

Two sections, requiring about ten pages of the bill, are devoted to these exemptions. After a careful reading of them it seems impossible to imagine how they could prevent any sound and legitimate enterprise from selling its securities in any part of the country, and further assurance is offered by the committee report, as follows:

Representatives of the National Association of State Securities Commissioners, and official representatives of the American Investment Bankers' Association testified in the hearings that the exemptions found in the bill would in their judgment remove any objection that might be urged to the legislation on

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the ground that it would injuriously interfere with legitimate business, and, on the other hand, would not detract from the effectiveness of the legislation in accomplishing in a large measure the purpose for which it is intended.

The committee, in its careful consideration of the bill, was particularly concerned with the possibility of its being held unconstitutional, and furnished in its report a number of precedents for legislation of the kind. The report cites the original package act, passed in 1890 for the purpose of preventing the nullifying of State prohibition laws: the national bankruptcy act; the Webb-Kenyon Act: several other Federal measures, and a number of U. S. Supreme Court decisions by which they were upheld as constitutional.

"No attempt," the report adds, "is here made to refer to all of the legislation wherein Congress has, by regulating interstate commerce, co-operated with the different States in the enforcement of their respective laws. It is thought that those referred to will be sufficient to show that there are many approved precedents for

the pending bill."

While most of the evidence submitted to the committee to prove the necessity for the legislation would be familiar to the readers of PRINTERS' INK, two of the items, mentioned in the report, are unusual. It was shown that a prominent Oklahoma newspaper made an investigation of the stock-selling oil companies in Oklahoma in 1917. It found that stock-promoting companies produced less than two one-thousandths of one per cent of the oil produced in the State that year, and that for every \$555 of capitalization only one dollar's worth of oil was produced.

Another convincing bit of evidence was furnished by a dealer who, a few years ago, compiled a list of companies whose securities were worthless and obsolete. His book contained 718 pages and listed 18,000 such companies. Seven years later he compiled a new and additional list. This book contained 1,000 pages and listed 26,800 companies. The total num-

ber of companies of this character listed in the two books was 44,800.

The bill has the approval of the Department of Justice, the Post Office Department, and every Government official who has taken the time to read it. A number of national associations of legitimate financial enterprises have also approved it, Now, all that appears to be necessary to assure the passage of the bill during the next session of Congress is the approval of the public and organizations which are not directly engaged in the financial field. Every legitimate advertiser and manufacturer will be benefited by the enactment of the bill, and there is plenty of time before the next session of Congress for boards of trade, advertising clubs, chambers of commerce, women's clubs, trade associations and countless other organizations to study and discuss the measure, pass resolutions regarding it, and make their opinions known to the proper authorities.

Buys Interest in "Country Club Magazine"

Harwood H. Fawcett has purchased an interest in the Country Club Magasine, Los Angeles, Calif. He will act as business and advertising manager. Mr. Fawcett was for many years head of the Fawcett Advertising Agency at Colorado Springs, Colo., now doing business as the Hathaway Advertising Service.

Sweater Account for Brouillette

The A. M. Isaacs-Kahn Company, Chicago, maker of sweaters and knit novelties, has appointed Lucien M. Brouillette, Chicago advertising agency, to direct its advertising account. Direct mail and business papers will be used.

Wisconsin Paper Appoints

Weaver, Stewart
The Marinette, Wis., Eagle-Star has appointed the Weaver, Stewart Company, Inc., publishers' representative, Chicago, as its Western advertising representative, effective March 1.

R. P. Robinson Joins Lord & Thomas

R. P. Robinson, formerly manager of the Cleveland office of N. W. Ayer & Son, has joined the staff of Lord & Thomas at Chicago.

Feb.

Stop Stock Fakers Says President Coolidge

PRESIDENT COOLIDGE endorsed the activities of reputable business men and organizations engaged in fighting the bluesky salesman and promoter of fake stock enterprises in a letter which was read before a meeting of bankers and business men in Chicago, February 24. Since the frauds perpetrated on innocent investors are nationwide, the President asked whether a co-operative organization ought not be nationwide also if it is to cope with them.

Out of this conference of financial and commercial interests and in line with the President's suggestion will come, it was indicated, some far-reaching plan for fighting the fraudulent stock salesman and his backers no matter what part of the country they may select as their working territory. Prior to writing his letter to James L. Martin, chairman of the conference in Chicago, President Coolidge expressed his opinion that the avenues to prosperity will never be entirely cleared until it is no longer possible for the blue-sky salesman to work successfully. Eliminating the fake stock promoter should have an important part in any program for cutting down waste, he said. President's letter, as read at the meeting in Chicago, follows:

THE WHITE HOUSE Washington, February 9, 1925. My Dear Mr. Martin:—

Your letter of February 4th, informing me of the meeting of Chicago business men to be held February 24th to discuss and put into effect plans for a co-operative effort to put a stop to fraud perpetrated on innocent investors by securities swindlers, relates to a movement which every good citizen ought to aid.

currities swindlers, relates to a movement which every good citizen ought to aid. A similar movement started by the New York Stock Exchange after consultation with the Postmaster General, and with me, is doing a great deal of good.

Such movements not only diminish frauds on the worthy and the innocent, but, to the extent that they prevent worthless investments, are of direct and considerable assistance in stabilizing business conditions and maintaining the

prosperity now existing and so beneficial.

As the evils attacked are nationwide, ought not an organization to be nationwide also if it is to cope with them?

Very truly yours,

CALVIN COOLINGE.

The Chicago conference was held through the co-operation of the Chicago Board of Trade, Chicago Stock Exchange, Chicago Stock Exchange, Chicago Association of Commerce, Chicago & Cook County Bankers Association, Investment Bankers Association (Central States Group), Chicago Association of Stock Exchange Firms, Advertisers and Investors Protective Bureau and Investors Protective Bureau and the New York Stock Exchange.

F. E. Moskovics Heads Stutz Motor

Fred E. Moskovics has been elected president of the Stutz Motor Car Company of America, Inc., Indianapolis, Ind. He succeeds William N. Thompson. Mr. Moskovics was formerly viespresident of the Nordyke & Marmon Company, Indianapolis, and more recently was with the Franklin Automebile Company, Syracuse, N. Y.

Permutit Company Appoints Dorrance, Sullivan

The Permutit Company, New York, manufacturer of water softeners, filters and water conditioning apparatus, las placed its advertising account with the New York office of Dorrance, Sullivan & Company. This appointment becomes effective March 1.

Laun-Dry-Ette Account for McCann Agency

The Laundryette Manufacturing Company, Cleveland, maker of Laun-Dy-Ette electric washing machines, las placed its advertising account with the Cleveland office of The H. K. McCann Company.

Elected Vice-President of Thomas Agency

Henry W. Eliot, who has been with the David C. Thomas Company, Chicago advertising agency, for several years as an account executive and treasurer, has, in addition, been elected vice-president.

Fada Account for Winsten & Sullivan

F. A. D. Andrea, Inc., New York, Fada radio products, has placed its advertising account with Winsten & Sullivan, Inc., New York advertising agency.

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The Big Market's Big Paper

THE reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily, The Bulletin dominates Philadelphia.

The Ebening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending December 31, 1924 Copyright, 1925, Bulletin Company.

INTERNATIONAL DETECTIVE AGENCY, INC. WILLIAM J. BURNS

165 BROADWAY - NEW YORK

Photo by Underwood and Underwood

February 9, 1925

Editor, The Red Book Magazine, Mr. K. E. Harriman, Chicago

My dear Mr. Harriman:

If Harvey O'Higgins were not a great novelist he would be an equally great detective.

Sincerely yours,

WILLIAM J. BURNS



HARVEY O'HIGGINS

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tions which he is writing for THE RED BOOK MAGAZINE, is revealing methods which have today lifted crime-detection Mr. O'Higgins, in the series of stories of crimes and their soluto a science almost as exact as mathematics.

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Read the story of "The Burton Murder" in the March issue of

The RED BOOK Magazine



Distribution of March issue nearly One Willion

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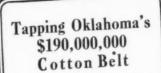
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Oklahoma's cotton belt comprises 43 counties out of 77; has 123,045 farms, and in 1924 produced \$190,000,000 in new wealth from its cotton crop alone.

The Oklahoma Farmer-Stockman, Oklahoma's only farm paper, goes twice each month into 73,634, or 59.8%, of the farm homes in this belt, the cotton wealthiest cotton district in the United States.

CONLAHOMA ABBERSTONA

Oklahomas Only Farm Paper

The Look-Down Vista Shows Your Product in a New Light

A Striking Pictorial Idea Developed in the Advertising of Sun-Maid Raisins, Biflex Bumpers, Cunard Line and the New York Central

By W. Livingston Larned

THE look-down vista, as ap-plied to advertising, is not new. But for a great many years, it was used almost exclusively for factory views. Recently, however, this same perspective idea has been applied with novel results to many different types of advertising illus-

To look down, at an angle, on anything, is to see the unaccustomed features. Nor does this necessarily mean sacrificing what was formerly pictured along more conventional perspective lines.

The application need not have a specific purpose in mind. It may mean only an illustration of a conventional subject which given new interest because of the new point of view. For example an Alemite lubrication magazine page carried the picture of a motor car, a prospective buyer seated up front and an automobile salesman and a wife and child, standing nearby. As customarily drawn, such an illustration would not attract much attention because it has been done time and time

In the Alemite drawing, though, the artist looked down on his subject, and while the specifications were trite enough, the finished picture was one which must necessarily attract attention. It was an old theme made to seem new because of the perspective. reader was whisked up into the clouds and permitted an aerial view. It was a novelty for him.

Consider a comparatively simple A example. Sun-Maid Raisin page desires to picture a raisin pie. But if a pie is pictured as you might see it ordinarily, the sharp perspective would mean showing comparatively little of it. At the same time, the advertiser had a very specific reason for de-

tail. The raisin filling must play its part. And so, by looking directly down upon the pie, an illustration was secured which was of more than usual value.

People are very certain to take an exceptional amount of interest in the unusual. When you show them things which are foreign to their own, humdrum, everyday view, they take notice. It is of special point here to mention that in the great museums of natural history, cross - section, look - in views invariably fascinate visitors. Cut an ant-hill in two and picture the active life within, and the This tendency is crowds gather. of great significance to all adver-

The look-down view idea is so obvious that this may account for the fact that advertisers fail to take advantage of it when it might easily solve their problems. It is recalled that a chance snapshot made by the daughter of a manufacturer of silverware, had much to do with the revolutionizing of the company's advertising.

It came about in this manner: For years it had been customary for the concern to show its goods in two ways. One, exact reproductions of a few individual pieces; two, well-manned dinner and breakfast table vistas. In the latter, inasmuch as the camera was invariably placed on the floor level, but little of the silver could be shown. It had to be taken for granted, and the illustration depended wholly upon atmospheric charm for its advertising effective-

This little girl happened to be on a balcony, one story up, as tables were arranged on the lawn for a party from which she had been barred. She pointed her camera downward, almost over

one of the more pretentiously dressed tables on the lawn, and snapped it. The sun was shining brightly and the picture, despite distorted perspective lines, due to lack of professional knowledge, came out very nicely indeed. The little lady proudly displayed it to her father.

'Why have we never thought of doing that!" was his exclamation.

Ocean Highway," in behalf of those who wished to take automobiles abroad, perspective and the vista of the aerial traveler made the remarkable picture possible A great steamship was shown speeding along a path which began on Manhattan Island and terminated on the other side of the Atlantic. This was represented, quite ingeniously, as "The automobile route to Europe," but the oddity of the illustra-

tion was to be found in the mileage of the

eve-range.

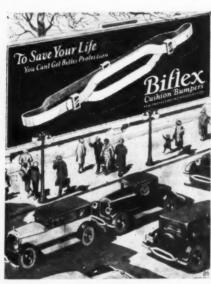
A Biflex bumper page recently used represented an interesting example of the look-down view, employed, in this in-stance, because many different ingredients were to make up the composite design. A reproduction of a Biflex poster was one unit. Then there were cars, coming and going, equipped with the bumpers, to say nothing of pedestrians. disp'aying interest in the large sign.

If the artist had attempted to design this page from the street level point of vision, the poster would have been far less aggressive as to size and display, the motor cars would have been con-

gested and would not have adequately illustrated the bumpers, and the interested people in the middle ground would scarcely have been visible at all.

But seen from above, this panorama became a most interesting composition, and one nicely calculated to give adequate commercial display to the three major points. Moreover, the illustration was decidedly unconventional.

Many of the remarkable illustrations for the New York Cen-tral Lines have depended very largely upon airplane perspective for the range of their material and



THE VERY NOVELTY OF THIS PERSPECTIVE ATTRACTS ATTENTION

"It is the very idea we have been looking for.'

The aerial view of the prettily set table not only supplied an unusual type of illustration, but practically every piece of silver was in evidence. It was a means of securing a full-on view of a number of different pieces, regardless of the supposed laws of perspective. This advertiser has employed the idea constantly, but with pleasing variations in the way of accessories, background, etc. When the Cunard Steamship

Line originated its now famous illustrative idea, "Via Cunard

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Tenth Ave. at 36th St., New York

effective with the March Issue becomes a monthly appearing on the 15th

Final forms close on the 5th day of each month. If proofs are to be submitted, copy and cuts must be received three weeks in advance of publishing date.

Feb.

the compelling and impressive drama of their layouts. If it be desirable to picture at least four side-by-side tracks, each devoted to a certain essential kind of freight or passenger traffic, together with a pleasing glimpse of the sort of country through which these lines run, plus the modern safety signal towers, only by resorting to the view from above, would it be possible to cover so much ground in

limited space.

The artist looks from a point even higher than the signal tower, and this all-inclusive range spreads his canvas with an infinite amount of interesting detail. No ordinary, commonplace, ground-level viewpoint would include this amount of "spread" and detail.

In a series of half-page illustrations for Koverflor, the lookdown point of perspective made it practical to cover three-fourths of the total space with the concrete or cement blocks of the basement floor, which was, of course, the advertiser's talking point. At the tops of these compositions, human interest and furnace accessories, as seen from above, gave the needed animation. Text was superimposed over the floor grey.

The point we wish to make is that the airplane vista not only automatically creates a novel composition, but also thrusts the prod-

uct into immediate prominence.
The Wilhelm Furniture Company makes desks, among other items of furniture. It is this ad-vertiser's idea that the top of a desk is the business part and therefore should be shown. Consequently, the company employs the look-down view in its catalogue as well as in its publication adver-

The bird's-eye view is coming into its own. For too long it has been limited to factory pictures. As a means of arriving at untrammelled compositions it is worthy of consideration.

Joins G. Logan Pavne

John H. Lederer has joined the staff of the G. Logan Payne Company, publishers' representative, Chicago. He was formerly publisher of the Milwaukee Wisconsin News.

Advertising Interests Aid in Cathedral Drive

A total of approximately \$145,000 has A total of approximately \$145,000 has been raised in contributions by divisions of advertising and its affiliated businesses in the campaign which is being conducted to raise funds for the completion of the Cathedral of St. John the Divine, of New York. Reports of di-vision chairmen up to and including

Divine, of New York. Reports of division chairmen up to and including February 14 indicate the following february 15 depth february 15 depth february 16 february 16 february 16 february 17 february 17 february 17 february 17 february 18 f

C. F. Clarkson with Philip Ruxton

Charles F. Clarkson, recently sales manager of the Sinclair & Valentine Company, New York, lithographic and printing inks, has been appointed sales manager of Philip Ruxton, Inc., New York. At one time, he was director of sales of Charles Eneu Johnson & Company, Philadelphia.

Arthur S. Allen, who has been sales manager of Philip Ruxton, has been advanced to the position of director of color service.

Appoint Geo. B. David Company

The Geo. B. David Company, publishers' representative, has been aphas been Itshers' representative, has been appointed national advertising representative in the East and the West for the Camden, N. J., Post-Telegram and in the East for the Florence, Ala., Times.

A. R. Eley Sells Interest in Brennan-Eley Agency

A. R. Eley has disposed of his interest in The Brennan-Eley Company, Chicago advertising agency to H. E. Phelps, sec-retary of the company, Mr. Eley plans to engage in business in New York.

Made a Director of Columbus, Ohio, "Dispatch"

Harvey R. Young, advertising director of the Columbus, Ohio, Dispatch, has been elected a member of the board of directors.

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THE influence of the Conde Nast Group of magazines on . . .

department stores, specialty shops, haberdashers, sporting-goods houses, furniture stores, jewelry stores, drug stores, architects, builders, interior decorators, motor manufacturers...

is simply immeasurable.

Why is this? Why do they subscribe, check our advertising pages, write us for style trends, use our name as authority for their merchandise in their local advertising and selling? Wedon't edit our magazines for these people. Yet they read them intensively and follow them closely. Why?

Because our readers are their most valued customers. These shrewd business men forecast their demands by studying the pages of our magazines. Experience has taught them that the Condé Nast Group is a powerful machine for the moving of quality merchandise.

This powerful influence with the trade is available in no other way. And—ridiculous though it seems—we have never charged a cent for it.

VOGUE VANITY FAIR HOUSE & GARDEN

THE CONDÉ NAST GROUP

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For instance, when this group of stores launched the Madelon Modes line of dresses

MADELON MODES, INC. 276 FIFTH AVENUE NEW YORK CITY

Corporate Owners and Exclusive Distributors:

ALBANY, N. Y. ANDERSON, IND. ATLANTA, GA. AKRON, OHIO BALTIMORE, MD. BIRMINGHAM, ALA. BOSTON, MASS. BRIDGEPORT, CONN. CHICAGO, ILL. CINCINNATI, OHIO COLUMBUS, OHIO DALLAS, TEXAS DAYTON, OHIO DENVER, COLO. DES MOINES, IOWA DETROIT, MICH. FT. WORTH, TEXAS INDIANAPOLIS, IND. H. P. WASSON & CO. JOHNSTOWN, PA. LANCASTER, PA. LIMA, OHIO NEW HAVEN, CONN. NEW YORK CITY PITTSFIELD, MASS. PORTLAND, ME. ST. PAUL, MINN. SEATTLE, WASH. SHREVEPORT, LA. SOUTH BEND, IND. SOUTH BEND, IND. STEUBENVILLE, OHIO TOLEDO, OHIO WACO, TEXAS WASHINGTON, D. C. WHEELING, W. VA. WORCESTER, MASS. YOUNGSTOWN, OHIO

COTRELL & LEONARD G. W. GATES THE GEO. MUSE CO. THE C. H. YEAGER CO. O'NEILL & CO. J. BLACH & SONS R. H. WHITE CO. THE D. M. READ CO. W. A. WIEBOLDT & CO. MABLEY & CAREW CO. THE MOREHOUSE-MARTENS CO. SANGER BROS. THE ELDER & JOHNSTON CO. THE A. T. LEWIS & SONS D. G. CO. HARRIS EMERY CO. NEWCOMB-ENDICOTT CO. HUNTINGTON, W. VA.
INDIANABOLIS TO ANDERSON TO ANDERSO ANDERSON-NEWCOMB CO. PENN TRAFFIC CO. HAGER & BROS. G. E. BLUEM SHARTENBERG & ROBINSON ENGLAND BROS. EASTMAN BROS. & BANCROFT PROVIDENCE, R. I. GLADDING DRY GOODS CO. MANNHEIMER BROS. SAN FRANCISCO, CALIF. RAPHAEL WEILL & CO. BON MARCHE REGENT CO. THE ELLSWORTH STORE THE COOPER-KLINE CO. LAMSON BROS. SANGER BROS. FRANK R. JELLEFF, INC. STONE & THOMAS J. C. MACINNES CO. G. M. MCKELVEY CO.

they chose Vogue, and Vogue alone, to carry the load of their advertising campaign. The results "exceeded all expectations" note their letter to Vogue on the opposite page

n

Madelon Modes. Inc.

HOLLAND BUILDING 276 FIFTH AVENUE NEW YORK CITY

Women's Apparel and Accessories

January 19, 1925.

Vogue, 19 West 44th ot., new York City.

Gentlemen:

Vogue was selected to carry kindelon advertising exclusively after careful investigation and consideration. Vogue was the unanimous choice of the advertis-ing committee.

It is the opinion of the owners of the stores in the Madelon group that i'rom every standpoint - prestige, style authority, selling power, and circulation - Vogue ranks ahead of any magazine in the fashion rorecast rield.

The great success of Madelon advertising in Vogue proves that our advertising committee chose well.

Cordially yours

Vice-President and General Manager

C*W

Time and again, Vogue has been selected as the sole magazine to carry advertising campaigns in the fashion forecast field. Madelon Modes, Inc., was only one of 268 display advertisers who used Vogue exclusively in this field in 1924.

VOGUE

One of the Conde Nast Group

IT is futile to expect Star results in merchandising Indiana (outside of Marion County) except from the Star. The Indianapolis Star has the greatest circulation in this market, and, because it is a morning and Sunday newspaper, greatest power for results.

The INDIANAPOLIS STAR

Always first—always fair—always complete

CHICAGO EVENING POST INDIANAPOLIS STAR ROCKY MOUNTAIN NEWS DENVER TIMES MUNCIE STAR TERREHAUTE STAR



National Representatives

KELLY-SMITH CO. Marbridge Bldg., New York Lytton Bldg., Chicago

GRAVURE SERVICE CORP.
25 West 43d Street
New York

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A Criticism of a Criticism of the Credit Man

Nine Bones of Contention Are Picked Apart

By H. T. Fulton

President, Toledo Association of Credit Men and Auditor, The Blodgett-Beckley Company

SINCE the bearers of the "Sign-here-on-the-dotted-line" fountain pens have lately seen fit to assail, through the columns of PRINTERS' INK, their brothers who carry the reactionary blue pencils, it seems that the time is now ripe to have a hearing from the other side. One article, from the pen of the president of a manufacturing company, advocated almost the entire abolition of the credit department.*

There was much food for thought in his suggestion and we took up his idea in the form of a debate at the next regular meeting of the Toledo Association of Credit Men.

In a later issue we find that the science of credit is severely criticized and the excuse for its existence is questioned.**

Let's take up the different ques-tions raised in this second article and endeavor to answer them.

First: It is alleged by the writer that 80 per cent of all credit men are narrow and negative-minded and that they grow up with stultified imaginations.

Is it true that the percentage is so large as this? We admit that we are conservative, but we think that someone should be conservative on the administrative side of business. The writer is speaking out of an experience of seventeen years on that side of business very closely identified to credit work, and cannot see how the above statement can possibly be proved. The credit man stands for analysis first, last and all the time, which is something that the salesman up to A.D. 1925 has really never heard of.
Second: The mercantile agency

book is the Bible of the credit

man. We question whether this is ue. The Bible is a record of true. sacred scriptures and we have never known a credit manager who did not look beyond the ratings of the book. On the other side, we have known of many sales managers and general managers who have insisted that that was all which was necessary and then shipped the order if the man's name was in the book.

Because of the high ability of the officers on the administrative side of business above the credit manager, it is necessary that he go farther than ratings and get reports and also ledger interchange reports showing how the account stands with all those from whom it buys, as well as get the report of the salesman.

Third: Credit men never or hardly ever become big men in business.

The answer to this is that they do not do much big talking when they do become big men. Many men with credit training have gone on into banking work and there possibly is not a man at the head or who is vice-president of any of the larger banks of the country who has not had credit experience or who has not made an intensive study of it. We admit that credit men are poor advertisers of themselves, but see no proof that they never become big men.

Fourth: There is no literature on constructive credit granting.

How such a statement as this could be made in this day and age is simply beyond us. We have before us, at this time, a list of twenty books, all of which are guaranteed by a State librarian to be standard works and efficient treatises. They are all on the

[&]quot;"Why Not Abolish the Credit Department?" page 3, January 1, 1925.
""A Criticism of the Credit Man,"
page 17, February 5, 1925.

subject of credit and its allied branches. We know of three or four other prominent books which are not mentioned. There must be dozens of others. The Credit Monthly is one of the outstanding periodicals of the National Association of Credit Men, and when Jeremiah Jenks and Albert Beveridge, General Lord and dozens of other outstanding national characters, recognize the breadth of its circulation, it is hard to understand how anyone could say that there is no literature on constructive credit granting.

Fifth: Giving all due credit to the National Association of Credit Men for all the laws which they have assisted in passing in their twenty-nine years of existence, yet they have done more harm to the cause of sales in business than they have done good.

All right—throw caution to the winds—take away the Federal Reserve Act in which the credit men had a part, as recognized by Secretary Glass. Look over the list of failures from 1881 to the present time and see whether the number has not been much smaller in proportion during the years the national association has been functioning.

Someone must sound the note of conservatism and the necessity for analysis. Only thus can failure be forestalled in the individual case and in the group of accounts over which both the sales department and the credit department have supervision. A credit manager told me last week that one of his salesmen had long chafed under the restraint of some orders which had been occasionally held back. Eventually he became so incensed he quit. He immediately went into business for himself and not having any credit manager, he did not need to worry. The world was at his feet and he could ship, anybody he pleased, which he proceeded to do and failed in three months. The facts of this incident can be certi-

There are over 100 group study classes of credit men in the United States under the National Institute of Credit, which is a

branch of the national association. There are dozens of others which are fostered by universities in various cities as well as Y. M. C. A.'s, etc.

This condition has been a fact as far back as ten years ago to my personal knowledge. The number has increased largely in recent years. If these thousands of credit men are studying their subject, how can it be argued that they are narrow and that there is no literature and that the national association has done more ham than good?

HOW CREDIT MEN WORK

Personally, I have on many occasions put actual credit-case where the decision was doubtful up to the classes in credit study, and I have yet to recall a single instance where anyone in the classes, and they were all practical credit men, laid any emphasis on why he should reject the order, but invariably, they studied out how the order could be accepted. Furthermore, I will take tween

Furthermore, I will take twenty-five representative credit me and twenty-five representative salesmen, barring some highly technical lines, and if I cannot show you among the credit me keener analysts of business, better students of their subject—and may I say, better business men of the whole—then I will admit I'm wrong.

Sixth: It will be a good ide to audit the credit department.

Now we are getting down to the facts. That is a good idea. I have seen it done many times and found that in almost all cases.

found that in almost all case, the business, instead of being destroyed, was merely deferred. If the order was cut off and not secured at a later date, it has been frequently found that the individual or company was really not worthy of credit. In my experience, more than a half dozen very large accounts, whose history was investigated after the credit department decided to restrict them went out of business or passed through some change in which creditors suffered a loss.

Mr. Tregoe of New York, had of the National Association of

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"A Class Magazine in a Class by Itself"



Another Incident: Filene's of Boston give their windows to a displuy of winter sports costumes akin to those shown editorially in Harper's Bazar and use as part of the display original drawings from the Bazar

Fourth and Final Notice!

If you act immediately you may still get an advertisement in the April Harper's Bazar and its Trade Supplement which is sent to buyers in the best stores throughout the country. [8,557 buyers; 1,652 department stores and specialty shops.] First forms are closed but we may still be able to accept copy if it is sent at once.

Harper's Bazo

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Credit Men, is an economist who is widely quoted, and he preaches caution. For fear, however, that you may consider his utterings biassed. I might state that Secretary Hoover has frequently stated that the credit men of the country are the second line of defense against financial and business panic (—the banks being the first line).

President Coolidge ever said: "Now is the time to go out and sell them all they will buy and then some on top of that, and don't worry about when they have to pay for it, but take it now and forget about the pay-On the contrary Mr. Coolidge has laid practically all his emphasis in his messages and other public utterances on the side and constructive caution analysis, which is nothing more or less than credit finance on a large

Seventh: At every convention of credit men there is discussed the hackneyed subject of the "Sales Department and the Credit Department—which shall dominate?"

Personally I have attended many conventions locally and nationally, but have never heard that subject discussed. The credit man was in the field before the salesman was ever heard of. He is the father of the salesman, so to speak. The birth of the salesman came when orders were given the credit man on his calls once or twice a year for the purpose of getting acquainted and checking up information. This is vouched for by good authority.

Eighth: In the old days, we had six-month terms and sometimes it was many more months than that before we even knew whether the goods had arrived.

Why go into ancient history to talk about something which is more of a current day's problem? We cannot return to six-months' terms or else many of us will have to go back to 1850 methods of living. Business is moving now at such speed that last week is history.

Ninth: Many accounts which

have been with the house for a long time finally fail and cause a loss to the creditor because the credit man goes to sleep on the job.

For every case in which this can be proved to be a fact, I will show you two cases at least where the credit manager not only went to sleep but he was lulled into unconsciousness by the silver-tongued oratory of the salesman who explained why the account, even though it was slow, was as good as our basic metal in the mint.

New Electric Washer to Be Advertised

The George W. Dunham Corporation, Utica, N. Y., which recently was organized to manufacture electrical laborsaving appliances, is planning an advertising campaign on its first product, as electric washer. It also is expected that other appliances will soon be placed upon the market. Business papers, magazines and newspapers will be used. O. S. Tyson and Company, Isc. New York advertising agency, will direct this advertising.

Northern Pacific to Advance M. M. Goodsill

M. M. Goodsill, advertising manager of the Northern Pacific Railway Capany, with headquarters at St. Paul Minn., has been appointed assistant general passenger agent in charge of agencies, effective March 1. Rajh W. Hobbs, of the Pierce Advertising Agency, Fargo, N. Dak., will succeed. Mr. Goodsill as advertising manager.

Forms Detroit Advertising Service

Miss Edna Lynn has formed an abvertising service under her own name at Detroit. Miss Lynn was recently with the J. L. Hudson Company, department store of that city.

M. F. Emrich Made Director of Glidden Company

M. F. Emrich, director of industrial sales of The Glidden Company, Clere land, Jap-a-Lac and Ripolin, has been elected a member of the board of directors.

Johns-Manville, Inc., Report

Johns-Manville, Inc., New York reports net profit of \$2,223,047 after Federal taxes, for the year ended Deember 31, 1924. This compares with \$5.078,928 for 1923.

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Detroit Pays More Federal Taxes Than Chicago or Philadelphia



Detroit, America's Highest Wage Paying City, Is Thoroughly Covered By One Newspaper

IN the fiscal year ending June 30, 1924, Detroit paid in Federal Taxes \$207,131,389, nine million more than Chicago, 142 million more than Philadelphia, only 163 million less than New York. Per capita Detroit paid \$208.58, Philadelphia \$90.34, Chicago \$73.41, New York \$66.53—top position going to Detroit by an overwhelming margin!

Here is a unique trading territory of tremendous possibilities a rich field of America's highest paid workers—able to respond to the advertiser's appeal at all times.

Here, The Detroit News has a circulation of over 285,000 daily or Sunday—admittedly the most thorough coverage of any metropolitan area Detroit's size or larger in America.

Advertisers looking for new or increased business can not find a more potential field than Detroit—and no other economical means of thoroughly covering it but through The News.

That advertisers find fact in this statement is most emphatically attested by the volume of advertising lineage carried by The News during 1924—30,604,518 lines. The greatest total in the history of journalism!

The Detroit News

Greatest Circulation Weekday or Sunday in Michigan



What Makes a Newspaper a Good Cigar Salesman?

If it is circulation

The last official circulation report credited The Indianapolis News with a net paid total of 128,358. This is 27,600 more than that of the morning paper for the same period. In Indianapolis, The News has double the home delivered distribution of the morning paper.

If it is state circulation

The Indianapolis News has a larger city and suburban, and a greater city, suburban, and country total than any other Indianapolis newspaper. The News in competition with two other dailies enjoys a larger circulation six days a week than the Sunday paper, alone in its field, secures. The News offers 27% greater coverage than the morning paper, the second daily.

If it is general advertising endorsement

The Indianapolis News in 1924 carried 705,099 agate lines more than all other Indianapolis newspapers combined—and did it with less than half as many issues.

If it is 'men's appeal' advertising endorsement

The Indianapolis News during 1924 carried more Financial, more Men's Wear, more Office Appliance, more Real Estate, and more Tobacco advertising than the morning paper. In the Tobacco classification, The News in six issues a week carried 40,488 agate lines more than all other Indianapolis papers combined in thirteen issues per week.

If it is influence in cigar sales

The Indianapolis News in 1924 carried 3 times as much lineage as all other local newspapers combined on the four brands of cigars selling for 10 cents or more that led the field in Indianapolis in sales and distribution. The News also carried 3½ times as much lineage as all other local newspapers combined, on the three brands selling for less than 10 cents that led their classification in sales and distribution. For these seven leading brands, The Indianapolis News carried a total of 54,906 agate lines. All other Indianapolis newspapers combined carried a total of 17,294 agate lines—less than one third.

The Indianapolis News is unique among evening newspapers in thorough coverage of news appealing to men. It is equally unique in its leadership in advertising which makes a direct appeal to men.

Incidentally, The Indianapolis News in 1924 carried 65% of all the Department Store advertising appearing in Indianapolis newspapers. The News also carried 67% of all Women's Wear, and 72% of all Grocery Products advertised last year in Indianapolis newspapers.

The Indianapolis

Chicago Office J. E. Lutz The Tower Bldg.

FRANK T. CARROLL Advertising Manager New York Office Dan A. Carroll 110 East 42nd St.

Roto means <u>news</u> in New Orleans.

Page 1 of The Times-Picayune Rotogravure Supplement next Sunday, March 1, will be devoted to local scenes photographed day before yesterday, Tuesday, Carnival Day.

Timeliness in depicting local news events is one of the chief factors making The Times-Picayune Rotogravure Supplement an unusually effective advertising medium. The Times-Picayune operates its own Rotogravure plant in its own building. In the New Orleans field of three Sunday papers it is the only one with Rotogravure. The dominance of The Sunday Times-Picayune in circulation and advertising volume has never been seriously challenged.

The Cimes-Picayune

Represented in New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta by Cone, Hunton & Woodman, Inc., and in Los Angeles and San Francisco by R. J. Bidwell Co.





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Sales Managers Who Never Packed a Grip

The Talent for Leadership Should Be a Primary Consideration in Selecting a Sales Executive

BERNARD GLOEKLER CO. PITTSBURGH, PA.

of PRINTERS' INK: Could you refer us to any articles in your previous issues, in which the question has been discussed as to whether or not a sales manager must have had outside selling experience to make a success?

Do you know of any biographical article that questions the experience of a successful sales manager who did not himself come up from the outside selling ranks?

BERNARD GLOEKLER CO.
J. B. RODGERS, Advertising Manager.

VERYTHING else being Every I filed to the equal, it is only reasonable to assume that good, broad experience in the field of actual selling will prove of distinct value to

the sales manager.

On the other hand, many a business house has made a success of its undertaking and secured a large volume of business at a good profit, while the sales end of the business was in charge of a man who had no practical field experience. But going a step farther, it is also fair to understand that the man who makes a success of sales management without having had actual selling experience in the field, would undoubtedly have been still more successful had he had field experience.

The same thing applies to football coaching and baseball team management. There are several instances of excellent coaches and managers who were not themselves But undoubtedly great players. those men will admit that greater experience in actual play would have been useful in their later

efforts.

So much depends upon so many other qualifications, that it is impossible to say that a man will fail as a sales manager because he has had no actual selling experience or that he will succeed because he not only had much sales experience, but was himself a great salesman. As a matter of fact, though, take two men with other qualifications identical and similar personal characteristics, one with sales experience and the other without, then surely we could expect the man with sales experience to be more successful than the other.

Recently, the heads of two business houses were discussing this subject. One of them remarked that he had just decided to dispense with the services of his sales manager. This sales manager had been chosen from the ranks of his sales force. He had made a great record for many years and had traveled the entire country. He knew hundreds wholesalers and, possibly, thousands of retailers who thought well of him. His promotion to sales manager had been a most popular move. Yet three years' trial proved him a regrettable failure.

"I can see now where I made my mistake," the head of this concern explained. "I failed to appreciate the difference between a great sales manager and a great salesman. The man we picked for the sales manager's job is a splendid salesman. But he is not an organizer. He can do it himself but he cannot sit at a desk and teach others how to do it and then see that it is done. He is an individual worker, not a leader.

"When he came off the road, after having spent twenty years traveling, he suffered from another complex, namely, the wandering instinct which had been allowed to develop to an extreme. does not like to sit in his office and manage other men. His fun in life lies in playing in the game himself. He wants to go back on the road. He has a sense of pride, however, which will not let him admit it. But when we make the change, if we can keep his dignity

from being the ruling motive, we will have him back doing great work as a salesman, although he is a failure as a manager."

On the other hand, a great institution, hard pressed for a capable sales executive, was brought in contact with a man of mature years. This man had proved himself a thorough student of sales management. He had prepared many fine papers on the subject. His theories on sales management had been accepted as standard by many of the leading sales managers. He was made an executive in charge of sales of this particular company. And yet at the end of the first year, the management and the man both decided that a change would be wise. This sales manager's theories were sound and thoroughly good. But the large sales force which he inherited and which he had to develop and improve, did not understand their new manager and he did not understand them. They, as a group, refused to consider his plans. The man came to them as a theorist and they, according to the human nature of salesmen as a group, undertook to show him that he was all wrong. It cost many of them their jobs. But regardless of that fact, the sales force went on wilfully to prove the new sales manager wrong and in the end, he was forced to re-Many of the ideas he introduced were carried out very successfully by his successor. His trouble lay in the fact that he did not know how to put theories that were sound into effective practice. His successor, who made a good record, simply knew his men and knew how to put plans into effect.

Sales management is simply one form of management. Financial management is another factor and so is factory management. When all three of these factors are in the hands of capable men, one is apt to see a successful business. The successful financial manager, whether president, vice-president, or treasurer, should understand the financial end of the business.

The successful factory manager, regardless of his title, should understand the manufacturing processes of his business. And the successful sales manager, irrespective of title, must understand the business of selling goods.

Then they must all go a step farther. They must understand the people who come under their respective responsibilities. This probably applies more to sales managers and factory managers than to financial managers, because manufacturing and selling depend so much on the human element.

There is no better place to learn to know people than in the field of actual selling. It is a wonderful schooling in itself. Undoubtedly, the man who has the natural qualifications for leadership, which, of course, are the first essentials of a successful manager, plus the actual practice in the end of the business which he is to manage, has a tremendous advantage over the man who has ability to lead but lacks actual experience in the field.

This conclusion may be drawn: Between a born leader without selling experience and a man who is a great personal salesman but not an organizer or a leader, the former is the best choice.

In our experience we have not known a successful sales manager who did not possess leadership qualifications. So, in our judgment, the man without them automatically eliminates himself as an eligible candidate for the sales manager's job.—[Ed. Printers']

Canadian Campaign for Julius Kayser & Company

Julius Kayser & Company, Motreal, a subsidiary of Julius Kayser & Company, New York, manufacturen of silk hosiery, underwear and glore, have appointed the Montreal office of McConnell & Fergusson, London, Out. advertising agency, to direct an advertising campaign in newspapers and business papers of Canada.

Miss L. W. Lowerre, formerly manager of the Advertising Service Agency, Newark, N. J., has joined the staff of the Joseph E. Hanson Company, ise, advertising agency, also of Newark. ep nd eir nis es rs

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"I made a mistake," said Napoleon, as he turned up the trey of spades

NAPOLEON'S greatest mistake was in thinking that HE could change the times.

THE TIMES changed Napoleon. And so he passed out of history's picture playing solitaire on St. Helena.

One of the greatest attributes of the successful manufacturer or retailer is the ability to sense the trend of the times—and to sense them ahead of his competitor.

In Chicago's evening newspaper field the trend is toward the Evening American. It has been for several years. Now it is more pronounced than ever before.

For example, January daily average net-paid circulation was 481,017, a lead over the second evening paper of more than 66,000.

Advertisers who wish to create public demand for merchandise of any kind or price will profit by taking advantage of the trend of the times as it applies to the evening newspaper situation in Chicago.

CHICAGO EVENING AMERICAN
a good newspaper

F. J. Gibson, Founder of Sphinx Club, Dead

FREDERICK JAMES GIB-SON, founder of the New York Sphinx Club, died Saturday, February 21, of heart disease

F. J. GIBSON

at New York.
Mr. Gibson
was born at
Whitby, Ontario, sixty-six
years ago. He
came to New
York in 1895.
For a time he
was employed
by A. A. Vantine & Company.
Later he became advertis-

ing manager of

the Evening Telegram.

It was in 1896 that he founded the Sphinx Club. For a term he was its president, and for many years was one of its most active members. In writing of the founding of this club in "Forty Years an Advertising Agent." George P. Rowell paid this tribute to Mr.

Gibson:

"The origin of the Sphinx Club, that best example of an association of advertising men that has numerous imitators in this country and abroad, was a case in point. Mr. Gibson, its founder, was a Canadian without much acquaintance with advertisers or advertising, but was at the time in charge of the publicity department of the great Oriental Mart of A. A. Vantine & Co. He thought such a club would be a good thing; communicated with a dozen or so of men whom he did not know, but whose names were familiar to him in connection with advertising. Went straight ahead to form the association; sat down to the first dinner with five others -well content with that as a beginning. This was only nine years ago. To-day the Sphinx Club numbers more than 300 members, and its monthly banquets at the Waldorf-Astoria are notable occasions and invitations are sought by men interested in advertising the world over." Mr. Rowell wrote that in 1905.

For a long time it was supposed that the Sphinx Club was the first advertising club in this country and that Mr. Gibson was, therefore, the founder of the advertising club movement. It seems, however, that there were clubs. prior to 1896, devoted partially, at least, to advertising interests. Nevertheless, because of the regularity of its meetings for nearly thirty years, the Sphinx Club is generally accorded the right to be known as the "Dean of Advertising Clubs." For the same reason Mr. Gibson should be honored as among the principal founders of the Club movement.

Mr. Gibson had been blind for years. At the twentieth anniversary of the founding of the Sphinx Club he was presented by that organization with a specially made watch on which he could tell the time by touch. For a long time Mr. Gibson lived at Rockaway Park in Long Island and despite his blindness was able to commute with but little difficulty. His sister put him on the train each day and he was met at the station by an office boy.

For several years and up to the time of his death Mr. Gibson had been general manager of the Bronx Home News. He attended the Fifth Avenue Dinner of the Sphinx Club last fall, and was induced on that occasion to make a few remarks. Mr. Gibson was six feet four inches tall. His distinguished bearing on the occasion of his last visit to the Sphinx Club was commented on by all those who were fortunate enough to be present.

Absorene Account for Ross-Gould

The Absorene Manufacturing Company, St. Louis, has placed its advertising account with Ross-Gould, St. Louis advertising agency. A newspaper campaign on Absorene, a wallpaper cleaner, will begin about March 15. A campaign is also planned for H. R. H.. a paint cleaner and water softener, manufactured by the Absorene company.

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Six Days vs. Seven Days!

HE influence of the evening newspaper field in the moving of merchandise is perhaps best illustrated by a comparison of THE EVENING WORLD six days a week with the seven-day lineage of two of its active contemporaries in the morning field. The figures represent the total space used last year by seven representative department stores, the last column showing THE EVENING WORLD'S leadership over its nearest seven-day morning competitor.

Agate Lines Used During Year 1924

	Evening World Stx Days	The Times Seven Days	Herald Tribune Seven Days	Evening World's Leadership
B. Altman & Co	367,356	325,300	245,386	42,056
Gimbel Brothers	574,265	409,625	183,275	164,640
Hearn	337,026	46,656	104,165	232,861
R. H. Macy & Co	707,474	349,727	311,625	357,747
James McCreery & Co. ,	262,703	159.013	85,653	103,690
Oppenheim, Collins & Co.	174,050	104,813		69,237
Worth	170,035			170,035

The experience of the purchaser of large space is an infallible guide to the smaller merchant who faces the problem of buying his advertising on a sound basis of business economy.

The Evening Tolorld

MALLERS BUILDING CHICAGO

PULITZER BUILDING NEW YORK

GENERAL MOTORS BUILDING DETROIT

SEATTLE

SAN FRANCISCO

SECURITIES BUILDING CHANCERY BUILDING TITLE INSURANCE BUILDING LOS ANGELES

Is this public

IS the amount of voluntary newsstand sale a magazine enjoys considered a true indication of the degree with which it meets with public acceptance?

ON the opposite page is shown the news-stand sales of nine leading monthly magazines.

These figures are from the most recent available statistics furnished by the publishers themselves. They cover average news-stand sales for the six months ending December 31, 1924.

The news-stand sale Feb almosk.

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acceptance?

TRUE STORY

1,576,365

Ladies' Home Journal 992,046

American 832,591

McCall's 788,215

Cosmopolitan 771,654

Woman's Home Companion 597,317

Red Book 566,979

Photoplay 3 26,063

Motion Picture · 240,002

February True Story 2,000,000!

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They Buy Today—

The principal reason why advertisers find a ready response from BETTER HOMES and GARDENS readers is due to its urge to do it today.

It tells them what they can do to enjoy more home right now.

No wonder in more than 550,000 homes its readers are enthusiastic about it!

Naturally they buy from its advertisers with the same enthusiasm.

You should be reaching this responsive market.

Better Homes and Gardens

E. T. MEREDITH, Publisher

Des Moines, Iowa

Take the Bunk Out of Radio Copy

High Time to Disillusion Public on Radio, Says Radio Manufacturer-And It Is High Time to Warn Radio against Misleading Copy

By Silas Hopper

T is high time that the public was disillusioned on radio.' A manufacturer of radio receiving sets, C. D. Tuska, of Hartford, Conn., is speaking. He con-

"I imagine that everyone of us has heard the story of the neigh-bor who lives on the East coast and will agree to pick up the West coast any time you want it. This is great stuff. The only trouble is that he never does it the night you are there. Static, local interference, etc., are the usual alibis.

"I know a whole lot of people in this radio world who hear a loud local station, which is immediately followed by a faint distant station. The next morning when they start to tell the story they seem to have gotten the order twisted. The faint, distant station is just as loud as the screeching local. I know of just as many more people who will assure you, take their oath and guarantee in writing that they can get twenty distant stations every night within three-quarters of an hour. Take it from me, it isn't done.

"I suppose that I have spent about eighteen years chasing from one end of this country to the other to establish just one single case of these stories that I have been told, and in the eighteen years I have seen it work but once. That was the night when we heard everything that was asked for except one station which was not on. This one beautiful exception certainly established the rule, because that night was the night of nights which occurs but once in a radio season. It was one of those long remembered occasions when every signal comes in loud and you can hear everything that is going by merely tuning for it.

"I am not a radio pessimist, but I think it is about time that we started to tell the truth. The real

truth of the matter is that if you have a radio set in your home (I do not care what make or how many tubes it has) you can expect to pick up three or four concerts every evening. If you are near enough to the centre of broadcasting you can increase this number to about one-half dozen; but you cannot expect to pick up twenty distant stations whenever turn the tubes on."

This excellent advice to the radio industry that it refrain from twisting the truth in its advertising, was given by Mr. Tuska in the radio section of the New

York Sun.

If there was ever a new industry that had an opportunity to take advantage of a credulous public, that industry is radio.

The efficient operation of radio receiving set is dependent upon so many factors of which the lay public is ignorant that it is an easy task to unsell many listeners on the value of their sets. Bombastic and unprovable general statements may cause such listeners to buy a set that has been wrongly advertised to Eventually, however, it means disgust on their part for all radio sets

In advertising copy of radio set manufacturers that appears in both consumer and trade publications there can be found, without effort, any number of selling statements that have no foundation in fact so far as the general American public can prove in its own

home. Radio copy is full and flowing over with unqualified statements such as "Select the Station You Want and Listen In"—"Coast to Coast Reception Whenever You Want It." All of such statements may be true in the laboratory of the manufacturer, but can they be proved in the average home? As you wonder about this ques-

tion, you read headlines of other manufacturers disputing such claims only in order to set up greater claims for their own product. Competition for grandiloquent, high-sounding generali-ties has already become so keen that some radio manufacturers are actually referring to claims made by other manufacturers as "bunk."

Is there any good reason for this type of copy?

Secretly, almost every radio receiving set manufacturer hopes to be the Henry Ford of his industry. It is the desire to get to that position by a short cut that is responsible for the bombastic unprovable copy many are using.

They are talking, today, to a dazed public that has not yet ceased to wonder at the marvels of the radio. Radio, to that public, is a hobby. However, when the public shakes itself out of its dream it will make radio a utility, and it will look for service from the manufacturer who did not abuse its confidence when it was without knowledge to protect itself.

To Mr. Tuska's admonition that "it is high time that the public should be disillusioned on radio" we would add an admonition to the radio manufacturer that he be disillusioned of the belief that twisted truth, misleading statements or bombastic generalities are a short cut in the race for domination in the radio field.

Direct-Mail Campaign for Steel Foundry

The Lebanon Steel Foundry, Lebanon, Pa., has started an educational-institutional campaign by direct mail to the trade. A bulletin issued monthly will take up the history of steel casting and the series will run from two to five years. A permanent folder for letter filing cabinets is furnished with the first bulletin.

A Slogan for Oil Burners

Scott-Newman OIL Bunner Company Winston-Salem, N. C., Feb. 4, 1925. Editor of Printers' Ink:
Will you kindly register the following slogan for us:
"Our Oil Burners Make Warm Friends."
We are using this

We are using this in all our advertis-ing and printed matter. Scott-Newman OIL Burner Co., Hortus A. Scott.

Will Advertise Niagara Falls as a Summer Resort

The Niagara Falls Chamber of Commerce has appointed the Finley H. Greene Advertising Agency, Buffalo, to direct the advertising of Niagara Falls as a tourist resort. A preliminary campaign is now being conducted in newspapers of New York, Pennsylvania and Ontario. The copy features the lee bridge and ice jam in Niagara Gorge. Plans are now being made for a sumer campaign in Eastern and Southern

Plans are now being made for a sumer campaign in Eastern and Southern States. This advertising will feature the beauties of Niagara Falls in summer, the electrical illumination of the falls at night, and the excellent hotel accommodations at the resort.

Seventeen railroads entering Buffalo or Niagara Falls have been invited to

co-operate with individual campaigns on the resort. The majority of them have

agreed to do so.

New Accounts for Bruce Morgan

The Peter Pirsch & Sons Company, Kenosha, Wis., manufacturer of fire ladders and fire truck equipment, and the National Academy of Commercial Art, Chicago, have placed their adver-tising accounts with The Bruce Morgan Company, Chicago advertising agency.

Fries & Fries Appoint Chas. H. Fuller

The advertising account of Fries & Fries, Cincinnati, Ohio, also known as Fallis, Inc., manufacturer of Peter Papowder, is now being directed by the Chas. H. Fuller Company, Chicago advertising agency. A newspaper campaign is being planned.

With Greenville, Mich., Newspaper

S. D. R. Smith, formerly in advertising work at Chicago, has been elected secretary-treasurer of the Greenville, Mich., Independent Daily News. The publishing company has been reorganized. Frederic H. Goodrich continues as president.

Postum Cereal Sales Gain

The Postum Cereal Company, Inc., New York, reports sales for the quarter ended December 31, 1924, of \$5,145,548, as compared with \$4,757,575 for the same quarter in 1923, a gain of \$387,973. Sales for the year amounted to \$24,247,940 against \$22,205,410. This is a gain of \$2,042,530.

Joins Cincinnati Ball Crank Company

C. H. Van Pelt has been appointed sales and advertising manager of the Cincinnati Ball Crank Company, Gincinnati. He succeeds V. A. Davison who has joined the staff of the General Motors Export Company, New York.

WE can understand An advertiser not being Ready to buy But we can't understand Business men Not being willing To listen!

With a medium that Has 4,500,000 circulation Which sells for as Little as eight dollars A line

There's bound to be Some interesting data And details!

We don't want to do Your thinking for you

Merely to give you Something profitable To think about!



A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta—American Syracuse—American Rochester—American Detroit—Times

Š

Chicago—Herald and Examiner Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record r-American Baltimore-American
Times San Antonio-Light
Milwaukee-Sunday Sentinel & Telegram

"If you want to see the color of their money - use color"." A.J.K.

No National Distribution without Advertising

Aunt Jemima Keeps Down Cost to Consumer by Expansion of Business

By Robt. R. Clark

President, Aunt Jemima Mills Company

WE justify the expense of national advertising on the grounds that we cannot get national distribution without national advertising and sales work.

advertising and sales work.

National distribution and sales average many items of cost for the entire United States, which would include the cost of delivery, cost of sales and advertising.

National distribution demands national advertising with its attendant cost, which in the very nature of things would be less per unit of sale on a nationally distributed piece of goods than it would be on a locally distributed piece of goods.

A manufacturer usually starts a piece of goods on his local market and at first he makes a saving in his freights and deliveries, but he finds that his volume being so small increases his costs of administration, production and other items of cost. Therefore, he reaches out for a little more volume and as soon as he does, he finds his expense of delivery goes up and his cost of sales commences to go down, as well as his cost of production.

This process continues until he reaches out over the entire country and demonstrates in the final analysis that he is able to produce his goods cheaper and also to distribute them at a less total cost in a national way than he could if he only had a local business.

It probably goes without saying that a local manufacturer who does the work himself and fills all the functions of an executive nature—purchasing agent, sales manager, etc.—and does all the general work that usually goes with a small business, produces goods and sells them at a less price in his own local territory than a manufacturer who does business nationally.

However, as a rule, this local organization does not last long or for some reason or other does not find it profitable to continue the effort. We presume it is on account of the fact that they do not consider the expense of their own labor and administration, and when they do, they are compelled to branch out to larger fields.

They cannot do this without additional cost over and above what the cost would be for their own local territory.

Therefore, I would positively say that the cost to the average consumer on a nationally advertised piece of goods is less than it would be if that same consumer were served in every community by a local manufacturer; this for the reason that the volume of a local manufacturer in every community would be so small that his cost would be exceedingly more than a manufacturer doing a national business.

Steam-bent Barn Rafters Advertised

Brooks Bros., Inc., St. Paul, Minn., has started a campaign to advertise it double wall silos and Gothic steam-bent barn rafters in farm papers and country newspapers. This advertising is directed by the Jordan Advertising Service, Inc., Minneapolis.

Gain in Lorillard Income

The P. Lorillard Company, New York, Murad cigarettes, Beech Nutchewing tobacco, etc., reports net income of \$5,204,837 after charges and Federal taxes, for the year ended December 31, 1924. This is a gain of \$166,796 over 1923 when the income was \$5,038,041.

F. B. Corner Joins Woodward Company

Frank B. Corner, formerly of the New England sales staff of S. Sternau & Company, Inc., New York, has joined the drug sales division of The W. O. Woodward Company, Inc., New York. ut

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Think OF

more than Two and a quarter million pages -selling your product - distributed this year just to business men!

Nation's Business will do this for you.

The cost is less than 1/2 centa page.

NATION'S BUSINESS

Washington

175,000 Circulation (Member ABC)

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In Cincinnati the question is not whether newspaper advertising "gets action" the same day it appears or the next day. What the advertiser demands is that his copy "get action."

In 1924 the two evening newspapers, with 314 publication days, carried 18,549,153 lines of display advertising. The two morning papers, with 366 publication days carried only 12,632,186 lines.

Of the evening papers the Times-Star carried 12,026,469 lines. The leading morning paper carried 9,620,268 lines.

The Times-Star did not resort to any special inducements to secure this result.

The Audit Bureau of Circulations furnished the circulation figures.

Objectionable medical copy was absolutely barred.

CINCINNATITI

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

in Cincinnati Times-Star

Advertisements of questionable sincerity were turned down.

"Legal" advertising, delinquent tax sales, public biddings, court orders and the like, being more of the nature of classified than of legitimate display advertising, were not included in the totals of display lineage.

Yet the Times-Star alone, of all Cincinnati newspapers, registered a consistent gain both in local and in national display advertising.

Cincinnati is definitely an "evening newspaper market." The preference for the evening papers is still increasing as it has done consistently ever since the Times-Star wrested the display advertising supremacy from the leading morning newspaper eighteen years ago.

To get action out of the buying public in Cincinnati, advertise in the Times-Star.

TIMES-STAR

Member of Audit Bureau of Circulations

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Another Large Increase in FOOD PRODUCTS ADVERTISING

1922 4 14,447 LINES

1923 + 36,864 LINES

1924 + 49,840 LINES

In 1924 THE FARMER'S WIFE showed an increase in food product advertising of 35% over 1923, and 245% over 1922.

While all farm publications have increased in food product advertising during the past three years, none of them have shown such extensive increase as this record proves.

If food product manufacturers recognize the farm market, they of course, first recognize THE FAR-MER'S WIFE, the only magazine published for farm women exclusively.

FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS ST. PAUL, MINNESOTA

Western Representatives Standard Farm Papers, Inc. 1109 Transportation Bldg. Chicago, Illinois



Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

A Charity Raises \$90,507 by Mail at a Cost of 3 Per Cent

The Success of This Plan Indicates That Personal Solicitation Is Not Always Necessary When Raising Funds for Charitable Purposes

By Earle Albert Rowell

"YOUR quota is \$182,000, the campaign is four months away and not a cent of this money can be used for expenses," said Frank Jackson, Northwest manager of the Near East Relief, explaining my job as campaign director for Western Washington. "I understand that," I replied.

"The expense fund is always kept separate from the relief fund. How much have I in the expense

fund to start with?"
He smiled: "The office rent and the salaries of the bookkeeper and the stenographer are unpaid-and there is no money in the bank to pay them. But you have all of

Western Washington to get it in."

It was obvious that I could not stage two solicitation campaigns, one for expense money and the other for the relief quota, both in four months. I might attempt personally to solicit the expense money which would approximate 5 per cent of the \$182,000 to be raised, or \$9,000, but there would not then be time enough left to plan and carry through the larger campaign. The element of time made it absolutely necessary that the expense money be raised at once.

Direct-mail was the only answer to my difficulty. But here two problems presented themselves. A man must first be sold on the worthiness of the Near East Relief before he would consent to contribute to the expense fund. Then it would be necessary, in addition, to sell him on the necessity of contributing to the expense fund

To do all of this in one letter was out of the question. Something would have to be prepared to go with the letter. All stock literature sent out from New York headquarters was examined and found inadequate. On every-

thing was a picture of one or more starving, repulsively hideous Armenian children. The people to whom I showed these pictures were unanimous in saying: "This is a distressing sight, but are these horrible, gnarled children really worth all this effort?"

Some photographs of beautiful Armenian boys and girls who had been rescued and cared for were found in the office. Cuts were made from these and they were printed, together with the story l wanted to tell, on a four-page The most pleasing letterhead. picture was placed on the first

Credit was arranged for at the printer's and engraver's, stamp money was rustled, and a very carefully selected list of 1,000 names prepared. We were then names prepared. We were all set for the first round. had 1,000 letters run off and used a carefully matched fill-in. were all mailed on a Monday evening under a two-cent stamp and contained a two-cent stamped envelope addressed to our treasurer, one of the best known bankers in the Northwest. letter follows:

My Dear Mr. Jones: Would you like to see \$1.00 grow to \$20.00, or \$20.00 become \$400.00 by next February? Let me tell you how. Western Washington's share of the national Near East Relief quota of \$30.000,000 is \$182,000, or 3,034 little orphans who will die if we do not save them.

save them.

But in order to raise this necessary But in order to raise this necessary relief quota the campaign expense quota must first be realized, for no relief money can be used for expense purposes. Only 5 per cent of \$182,000 or \$9,000 is necessary to obtain our relief allotment, but this must be in hand at once.

Mr. Jones Fifteen dollars contributed to the expense fund will save five lives, \$60.00 will save twenty lives! Can you invest your money to any better purpose than to let us multiply it twenty times in behalf of dear little innocents like those whose photographs you see here—saved by someone's kindness; do you not wish it had been yours? How many of the others just as sweet as these will you save?

Make your check payable to James W. Spangler, treasurer Near East Relief expense fund, use the stamped envelope provided before laying it aside, and the pleasure will be

Yours to save orphan lives.

No other kind of publicity was used. Nevertheless the returns to this letter were remarkable. The following table of returns tells the story:

Tuesday	3	letters	\$ 60.00
Wednesday	30	44	815.00
Thursday	53	68	1,365.00
Friday	69	44	1,590.00
Saturday	81	48	1,265.00
Monday	104	66	1.745.00
Tuesday	47	64	1,015.00
Wednesday	24	41	515.00
Thursday	21	68	395.00
Friday	17	64	380.00
Saturday	8	44	245.00
Monday	13	44	110.00

470 letters \$10,500,00

Money was received in irregular amounts each day for the remainder of the month, but contributions stopped abruptly on the twenty-eighth day and not another response came in after that day. The total number of replies was 513 with \$12,545, or 40 per cent more than was asked for. Exactly 51 per cent of those written to responded with money, 4 per cent with regrets, 3 per cent with promises of aid in the future. It is also interesting to learn that 92 per cent of those who sent money used our return envelope, 8 per cent their own envelopes and a few of these were thoughtful enough to return our envelope so that we might send it to someone else.

More than \$12.00 was realized for every letter sent out, and more than \$24.00 for every reply. The cost of raising this expense money, counting stamps, printing, office rent, two weeks' salary for three of us, multigraphing, etc., was \$273 or a little over 2 per

cent.

The unusual results from this letter may be accounted for by:

3. The personal signature in ink by the chairman, a very prominent business

4. The stamped and self-addressed envelope with return to well-known banker, 5. The promise of twenty to one, for even though the donor did not get the benefit, he was anxious the orphans should.

should.

6. The man's name standing out in the centre of the letter. I afterwards tested this fact by placing the name at the end of the line and the responses dropped in percentage at once, so I made it a peculiarity of all my campaign letters.

Next came the problem of getting the relief quota of \$182,000. Plans were laid for regular solicitation campaigns in all of the territory except in Seattle. Owing to the great success of the letter it was decided to attempt to raise the whole Seattle fund of \$70,000 by mail. Members of the commit-tee said it could not be done; that the 1,000 to whom we had sent the first letter were the pick of the city and that they would not respond to a second letter. Nevertheless, a list of 6,000 names was carefully chosen from one of 20,000, while the letter and enclosures were being thoughtfully planned.

A week before the date of the drive, the newspaper advertising was begun, increasing in strength to the peak of the effort which was in the middle of the campaign

week.

With the stage all set, our campaign was called "The Near East Relief Soliciteria Campaign." It was explained in the newspaper advertising that if we could raise our quota of \$70,000 without organizing public-spirited citizens into soliciting committees, their valuable time would be saved, but if sufficient money were not obtained in this manner, personal solicitation would be employed.

The enclosures in the letter, as finally decided upon, were a stamped, self-addressed envelope and a perforated check. At the left of the perforation was a receipt form at the top of which was the photograph of a very handsome boy of about ten named Vartan. The copy read as fol-

lows:

Received of Mr. John Jones, \$120,

The choice list of names.
 Pictures and printed story of the three pages.



\$350,000 added to DAILY

incomes of oil producers in Kansas City territory



SHARE

this prosperity through the

JOURNAL-POST

ADVANCES in the price paid for crude oil in Kansas and Oklahoma have added \$350,000 to the daily income of the thousands of producers in Kansas City territory.

Four large pipe lines carry vast amounts of the oil produced in the Southwest into Kansas City—the Heart of America.

In the territory where this money is being made, the Journal-Post has complete coverage, it is the popular newspaper of the executives and the thousands of leaseholders in the oilproducing industry.

Sell your merchandise and products to these persons of wealth.

KANSAS CITY JOURNAL-POST

315,000 COPIES PRINTED AND SOLD DAILY

MERCHANDISING COOPERATION

VERREE & CONKLIN

New York Chicago Kansas City Detroit San Francisco

every cent to be used for relief. Vartan and we Thank You!

The man's name, and the amount we judged he would be likely to give, if he gave at all, were written in with the type-writer in each case. To be sure, this was an audacious thing to do, but the check itself was even more rash. It was numbered serially in red like a bank check, made on check paper and the amount we expected the man to give was written in with a check protecting device.

The letterhead was the same four-page affair that was used before. Incidentally, it was sent to the same 1,000 to whom the expense letter was mailed. The response from those who had given to the expense fund averaged higher than from the remainder of the large list. Contrary to expectation, the fact that they had already contributed did not deter them from giving again. All letters were mailed under a two-cent stamp.

The letter was folded contrary to the usual manner: the first page was folded outside. learned by experience that a fourpage letterhead folded with the typewriting inside gave the impression of a circular. The prospect saw the printed message first and assumed that the whole thing was printed and often put it in the waste-basket without even seeing the first page. But by folding typewriting outside, folds, the prospect, opening the letter, saw his own name in the typewritten letter no matter which half of the letter he noticed first, the upper or lower, for his name was made prominent in both places for this purpose.

The letter was reproduced on a duplicating machine and the fill-in carefully matched. It was signed in ink personally by two of the leading men of the city. The list of persons to whom it was sent was obtained from other lists of those who had previously given to other enterprises.

The letters were turned out in sets, 1,000 with the figures \$30, 1,000 with \$60, 500 with \$120, etc., up to a few with \$1,000. This

was done in accordance with the estimate of the committee, based on their knowledge of the ability and readiness of the various men to give.

The suggested amounts in the 6,000 letters totaled over \$210,000 or three times the \$70,000 quota sought. This was necessary in order to obtain the amount desired. We knew that a large number would not respond at all, and that many who did contribute would give smaller sums than suggested.

Here is the letter:

Dear Mr. Jones:
During the time it takes you to read this letter and its printed story fifteen orphans, once as sweet and lovable as the one looking at you so appealingly from this page, will die of starvation. This cannot now be prevented, but if we act quickly 500,000 others may be saved. That is the purpose of this \$33,000,000 national campaign, authorized by Congress, and of the \$70,000 quota for Seattle.

\$30,000,000 national campaign, authorized by Congress, and of the \$70,000 quota for Seattle.

But as these innocent children and their mothers are dying right now at the rate of 1,000 a day, and as their only hope is in you and me, a real sarrifice must be made at once if the whole noble race that has defied the unspeakable Turk is not to be wiped out.

Mr. Iones, your former and frequent

Mr. Jones, your former and frequent generous responses to needs even less urgent emboldens us to send this appeal and to provide the means for an immediate reply in the form of a suggestively prepared check and a return envelope. The suggested check needs only the name of your bank and your signature TO SAVE A LIFE.

We are using this means of self-solicities.

We are using this means of self-solicitation to save your time and the time of a committee. If you find that the amount you can invest in human life is either more or less than the hopedfor \$120, which will literally save two lives, any amount you can invest will help materially in this emergency.

A committee will be glad to call on you and exclusive the same transfer.

A committee will be glad to call on you and explain further concerning the necessity for immediate aid.

Yours to save life.

The responses were interesting. A total 'of 62 per cent of the checks received were our form checks. The returns were immediate. One firm which received our letter in the morning got its contribution to us in the atternoom mail with the comment: "We gladly hasten to comply with your request for aid. In order to forestall the impending visit of the committee we return your check No. 156 for \$120 properly filled in." Out of 6,046 letters, 3,214

Check up New Orleans' Circulations TODA

The newspaper situation in New Orleans has DRASTICALLY changed since December 16, 1924, when THE MORNING TRIBUNE was launched.

You can't get 1925 sales reaction from this big. prosperous territory through circulation information that is antiquated. Get complete circulation facts on the field TODAY before making any 1925 list.

> THE MORNING TRIBUNE and THE NEW ORLEANS ITEM on week-days offer national advertisers tens of thousands more circulation than any other paper in the field, at 15c a line for the combination.

> THE SUNDAY ITEM-TRIBUNE offers national advertisers, at 18c a line, more circulation per penny of rate than any other paper in the field.

It is now truly possible to "COVER NEW ORLEANS AT ONE COST." You can't make 1925 sales records on 1924 misinformation.

IAMES M. THOMSON Publisher

A. G. NEWMYER Associate Publisher

National Advertising Representatives

JOHN BUDD COMPANY

New York Los Angeles

St. Louis Chicago San Francisco

Atlanta Seattle

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DAILY-

more than 800,000

(The largest daily circulation in America)

SUNDAY-

more 1,000,000



Have you read TELL It To Sweeney? Write for the series on your business letterhead.

SUPPOSE you could take shears to the two largest standard size morning papers in New York . . . and cut down the issue along the fifth column from the left for about fifteen inches, and then cut left to the fold Discard the trimmed portion and give the readers the reduced remnant—having made sure beforehand that the remnant carried your advertisement. You would have removed about seventy-five percent of your advertising competition from those issues, increased the visibility of your advertising about three times and have almost as much circulation as if you had used the tabloid News! Consider what The News means to you now!

THE NEWS New York's Picture Newspaper 25 Park Place, New York

7 S. Dearborn Street, Chicago

answers with checks were received, and 187 with promises of money later, 108 of which were fulfilled.

The following table summarizes the returns:

Monday	15 1	etters	\$ 760.00
Tuesday	150	46	5,605.00
Wednesday	482	6.6	15,065.00
Thursday	521	8.6	16,675.00
Friday	749	64	20,120.00
Saturday	582	66	11,645.00
Monday	245	4.4	2,180.00
Tuesday	89	6-6	1,145.00
Wednesday	112	6.6	1,895.00
Thursday	56	66	925.00
Friday	34	6.6	370.00
Saturday	19	6.6	165.00
Monday	54	66	470.00
Tuesday	12	66	110.00
Wednesday	4	44	80.00

3,214 letters \$77,210.00

Each letter sent out brought an average contribution of \$12.96. The average contribution of each letter received was \$23.54. The expense of the letter campaign was \$2,750 or about 3½ per cent. The money raised in the two letter campaigns totaled \$89,755 plus \$852 that eventually was realized from the pledges, or \$90,507. The total expense was \$3,023 or 3 per cent.

When the smoke of battle had cleared away \$250,000 had been raised in the entire territory instead of the \$182,000 asked. The money raised by solicitation cost 4½ per cent as compared with 3 per cent for the letter campaign.

The greater proportionate cost of getting the relief money as compared with the cost of obtaining the expense money is accounted for by the fact that while 6,000 choice names were used for the relief drive only 1,000 of the very best of these were used for the expense campaign.

Gain in Pierce-Arrow Profits

The Pierce-Arrow Motor Car Company, Buffalo, N. Y., reports manufacturing profits of \$1,893,515 for the year ended December 31, 1924, against \$1,732,391 for 1923. This is a gain of \$161,124. Net income for the year was \$751,060, compared with \$3272,712 in 1923, an increase of \$378,349.

Joins Honig-Cooper Agency

Robert M. Bovee, formerly with Mitchell, Lewis & Staver, has joined the Portland, Oreg., staff of the Honig-Cooper Company, advertising agency.

New Accounts for John S. King Agency

The United States Air Compressor Company, Cleveland, Ohio, manufacturer of United States air compressors, has placed its advertising account with The John S. King Company, Cleveland advertising agency.

advertising agency.

This agency also is directing the advertising account of The Cleveland Piston Pin & Bolt Company. Magazines and direct mail are being used.

R. W. Ashcroft with Canadian Rubber Companies

R. W. Ashcroft, formerly director of publicity of the Ames Holden McCready System, Montreal, Canada, is now associated with the F. E. Partridge Rubber Company and the Northern Rubber Company Ltd., both of Guelph, Ont. He was at one time advertising manager of the United States Rubber Company at New York.

Portland Civic Body Advertises for New Members

Advertising played a prominent part in a campaign for new members which was conducted by the Portland, Oreg., Chamber of Commerce. The campaign centred around the idea of "Civic Expansion Week." Newspapers and posters were used.

J. E. Bright Joins Tie-Art Company

Joseph E. Bright, formerly new business manager of the Fidelity Trust Company, Buffalo, has been appointed assistant to the general manager of the Tie-Art Company of that city, a mail-order house dealing principally in neckties.

Starts Advertising Business at Little Rock

Burton E. Vaughan has started an advertising business at Little Rock, Ark., under his own name. He was formerly with the Curtis Publishing Company and at one time was with the Little Rock Arkansas Democrat.

American Chicle Income Up

The report of the American Chicle Company, Long Island City, N. Y. shows a net income of \$1,083,082 for the year ended December 31, 1924. This compares with \$499,799 for the previous year and is a gain of \$583,283. Patents, good-will, trade-marks, etc. are carried at \$8,766,099.

Plate Glass Company Elects C. S. Lamb

The Pittsburgh Plate Glass Company, Pittsburgh, Pa., has elected Carl S. Lamb secretary, succeeding Charles R. Montgomery, resigned.

A Delineator house built by A Delineator reader from A Delineator house plan in

THE DELINEATOR

The Butterick Combination THE DELINEATOR and THE DESIGNER

An Interborough Ade



The American Sugar Refining Company

117 Wall Street

Mary No.

December 1, 1924.

Wr. Louis Cohn, Wanaging Director, Artemas Ward, Incorporated, 50 Union Square, Wes York City.

Dear Cohn:

To have what the business world is pleased to call "Service" is abundant and adequate consideration under any advertising contract. To have in addition, however, the confident feeling that Artemas Ward. Incorporated. --and Louis Conn. personally--are always back of every contract to the limit of their power, gives the advertiser a peace of mind which passes understanding, as it also surpasses any attempt to put it in words.

I speak unreservedly--but I can do so after twenty-five years' experience in Interborough Rapid Transit car cards and posters.

Very sincerely yours

cared batt

&

A A

dertiser for 25 Years



WE THE FRUIT CROP

MR. EARL D. BABST, President of The American Sugar Refining Co., has written a very complimentary letter concerning his 25 years' relationship with the Artemas Ward Organization and the Interborough Medium.

ERBOROUGH ADVERTISING

Exclusively Subway & Elevated

ARTEMAS WARD, Inc.

Many people profess their appreciation of fine printing. Our clients practice it.



The preliminary planning on paper, the actual setting in type, the finished product on the press—these and other cogs in Goldmann printing service, all mesh together into a frictionless whole.



EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Gighteen Seventy Six TELEPHONE FRANKLIN 4520

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The High Cost of Salesmen Who Don't Sell

A Cross-Section of Consumer "Demand" Taken from Life

By A. H. Deute

General Sales Manager, The Borden Company

NOT long ago I became the owner of three tubes of Melba Shaving Cream. It proved to be very satisfactory. Demand had been created, so far as I am concerned. I made up my mind that the next time I needed to buy shaving cream, I would get Melba.

As I write this, I am in Washington, D. C. As I unpacked my bag in the hotel room, I recalled the fact that I was short of shaving cream. I walked across the street to a drug store.

"A tube of Melba Cream," I said. Shaving

"Don't carry Melba," was the swer. "We've got this and answer. "We've got this and that-" and he named three or

four other brands.

Did I violently insist and, not getting Melba, refuse substituteswalk out of the store and start down G Street and H Street and Pennsylvania Avenue in search of a druggist who carried Melba? I did not.

I expressed momentary disap-pointment, took another brand, hurried back to the hotel and the chances are I will like the other brand and forget all about Melba.

I am wondering right now how many people are having the same experience in the course of a week so far as Borden's Milk is con-cerned, which I had tonight with shaving cream. And how many perplexed manufacturers of one commodity or another are studying the high cost of doing business and the high cost of advertising and are hopping all over their advertising agents and insisting that advertising doesn't pull.

Right here is a case where advertising did its work. Quality did its work. Distribution was at fault. The salesman whose job it is to see that this particular drug store is stocked with Melba Cream probably believed the buyer who turned him down with the stereotyped reply: "No demand."

The buyer probably didn't know whether there is any demand or not. The chances are that aside from a few brands which have been forced over upon him and which he buys as a matter of habit, he would say the same thing to any one of a number of salesmen. He uses that objection as one of a collection of trumps for getting rid of salesmen.

The average buyer isn't really a buyer. He is an individual who tries to see how little he can buy and how many salesmen he can turn down, rather than trying to see how well he can keep his store in a position to cater to the greatest number of people. I wonder if tomorrow morning this particular druggist will know that tonight he had "demand" for Melba Cream. The chances are excellent that if the Melba salesman should drop in on him tomorning, the would assure him that he "had no demand."

. For this attitude we are not trying to blame the dealer.

The sales department is at fault. A retail grocer emphasized this fact very plainly to me a few

years ago.

"I can't possibly buy from all the men who call on me," he said. "I am handling confectionery right now from four different houses. There are seven confectionery salesmen who call on me regularly. The occasional dropins I don't even consider. But of the seven who call, three can be turned down with promises or a little jollying. Two of the others don't know the difference, just so they get an order. A couple of boxes of this or that and they go away satisfied. They feel they

have done their duty when they have sold me something. Then there is the third man and he is pretty insistent. Now and then I have to tell him where to get off.

"And then there is Pete Olson. Pete just walks in and goes to work on the candy cases. cleans them out-sets the stock in order. Gets his own goods out in front. Prowls around for half an hour. Writes out an order and then tells me to sign. There is no use arguing with Pete. He knows what he is talking about. He knows his line better than I do. He knows what I can sell and what I can't sell. He gives more thought to helping me sell than in asking me to buy. Pete gets 90 per cent of my candy business. He gets the big share of the candy business all through this section of the country. Pete is a good salesman. I guess he makes three or four times as much money as the rest of the boys. He can afford a big car. He gets the business."

There was a lesson worth learning. Pete sold the goods and the trade liked Pete and liked his method of selling. Pete didn't load the trade unduly. But he knew what could be sold and he saw to it that in each store there was a liberal quantity of his merchandise. It is true that another line of confectionery would have sold equally well. No confectionery manufacturer has a corner on the quality of good confectionery. But the facts in this case were that Pete put his line out where people could see itput it out front-and it sold. Then he came along and got more orders.

Pete's competitors no doubt wrote wonderful daily reports about conditions in the market—how well they stood with the trade—the promises they got for future business and wound up with the assurance that "this takes time—you can't expect this market to be built up over-night."

Next to the man who simply quits trying to sell the dealer who says: "No demand," is the type of salesman who hangs on to the

retailer and tells about the "tremendous advertising campaign" and assures the dealer that if he will only put in a little of the goods and have it on hand, the enormous demand will drag it right out of the front door and pour profits into the cash register. Things don't work out that way in 999 cases out of a thousand. What does happen is that the dealer puts in the case just to prove to the salesman that he is wrong and to prove to his own satisfaction that he is right-then lets the case sit in the back of the store until the salesman calls again, so that he can assure that salesman that he was all wrong and that the proof lies in the fact that the goods are still in the back of the store.

All of which brings us to this: If advertising is to have a chance to pay out, the full responsibility of the salesman must be recognized, not only by the salesman himself but by the advertising department and agency and by the management of the business.

We read a great deal these days about the importance of bringing down the cost of selling—reducing the marketing expense. And just about the first place to start out from is to undertake to reduce the number of men who call themselves salesmen and don't know how and when and why to sell.

WHERE THE AX SHOULD FALL

The place to start in cutting the cost of selling is with the salesmen. How many of them are earning their way as they go? How many of them are merely good letter writers? How many are ambassadors? How many of them are just expensive hayburners? (A hay-burner is a horse that consumes great quantities of hay but can't seem to take hold of the nutritive qualities of the hay and turn those qualities into pulling power.)

The marvelous thing about good advertising is not the fact that it fails to do more, but that it actually does influence the consuming public as much as it does. The average dealer and the aver-

re o? ly ny of y- a n- to li-

mes.

Information

at the finger-tips

We mean that literally, not figuratively. We have developed a method of delivering your message in booklet or catalogue form so that the information is always at the reader's finger-tips.

If you send out booklets or catalogs in sizable editions, write or phone us for details.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

age salesman fail to appreciate that and as a consequence, dealer, salesman and principal lose business and money.

We had a splendid illustration of this with Borden's Evaporated Milk a few weeks ago.

In a certain Southern city, Borden's Evaporated Milk had never been really introduced. Borden's

Eagle Brand and Borden's Magnolia Milk sold well, but Borden's Evaporated Milk was practically unknown.

The salesman, working that town, had the assurance of the trade that they liked the house, liked him, would be only too glad to buy but there was "no de-The salesman let himself be convinced. He assured us that the advertising was fine, but that it "took time" - maybe it would take years. He was right on the job and if we just kept plugging away with the adver-tising and (as he inferred) kept on paying his salary, some day there would be a great popular upheaval. And the next morning man, woman and child would wake up with a tremendous urge for Borden's Evaporated Milk.

We had no assurance when this millennium would materialize and we had little faith in the salesman's theory. But we had a lot of faith in a real consumer acceptance that only needed a chance

to satisfy itself.

In that particular city there are a number of self-service stores. Those stores are neutral, so far as influence upon the individual consumer goes. Mrs. Jones and Mrs. Brown may buy what they want-there it is all before them. Borden's Evaporated Milk at that time had only about 5 per cent The leading of the business. brand had over 50 per cent. But into those self-service stores Borden's Evaporated Milk went. On the shelf it went, alongside of other brands of milk.

Within a month, Borden's was selling on a par with the "best seller"—despite the "no demand" assurances of the trade.

There was nothing really

strange about it at all. What had taken place was this: For years the trade had been in the habit of handing out Borden's sweetened condensed milk but another brand of unsweetened milk. But all the time in the minds of the great mass of women in that city, Borden advertising was impressing quality. The advertising was not heavy enough to mobilize an army of embattled housewives and send them charging through the streets of that city, threatening to lynch every grocer who felt there was "no demand." On the contrary, it was a passive sense of acceptance, a willingness to buy, probably even a preference — but a preference that was easily turned to other channels by the trade which shunted the salesman out of the door, without the order.

But the moment the product was made available, the moment the salesman did his duty, the moment the milk was to be had to satisfy that sense of acceptance, just that quickly did the latent demand bestir itself and in a jiffy the advertising had a chance to assert itself. The milk moved.

Up to that time, the advertising had apparently been a failure. The salesman drew hundreds of dollars in salary while assuring the house that he found no demand. In did not enter his head that he should have something to do with completing the circuit.

But when he saw what happened in the self-service store, then that salesman learned a great lesson. No dealer could tell him from then on that there was "no demand.'

Now, all that is very fine indeed. One salesman has been really converted. He has seen it done with his own eyes.

But tell these facts to ninetynine other men in other markets and the temptation is for them to say: "Well, that is different. This is another market. Things are different here."

And that is why the advertising and sales manager in 1925 must be not merely a salesman if he wants to succeed, but he must be a

school teacher as well.

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Another Illusion Shattered!

Macaroni would seem to be about as indigenous to Italy as gondolas and grand opera tenors. Yet it is said to have been produced originally by the Chinese and was first introduced into Europe by the Germans.

Be that as it may, the C. F. Mueller Company is rapidly making macaroni and spaghetti favorite American dishes through educational advertising.

PHYSICAL CULTURE was selected as a medium for the Mueller advertising because the more than 350,000 PHYSICAL CULTURE families are so intensely interested in the subject of foods.

Physical Culture

"To Build a Stronger Nation"
W. C. W. DURAND, Advertising Director
1926 Broadway New York

great The

"To make the South a land of plenty, a land of beauty and a



Southern Farm Progress

The World's Work describes the development of a leading southern state as follows:

"Twenty-five years ago it was one of the poorest. Today it finds itself one the richest states, progressing rapidly in every desirable instrument of civilized life---a community of contented, industrious citizens, with beautiful and modern homes, thriving farms and factories, hotels in every small city that cannot be excelled anywhere, highways that make travel



aun and a land of rural comradeship" --- CLARENCE POE



and commerce comfortable and expeditious, schools that are good and daily growing better, a public health department that has brought its death rate to the lowest in the country, and, best of all, a people of one mind upon the great issues of life, inspired by a common ideal, informed with a common purpose, heartened by their success in the pursuit of a great vision, and confidently pressing forward to further achievements."

It is significant that the southern states which have made greatest progress in the last 25 years are those in which The Progressive Farmer and Farm Woman has unquestioned lead in circulation and editorial influence.



WALLACE C. RICHARDSON

Eastern Representative 95 Madison Avenue New York

STANDARD FARM PAPERS

Western Representative Transportation Building Chicago



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A Solid Foundation

The Erie Daily Times is built on the "SOLID ROCK" of Reader Confidence.

Its year in and year out leadership in circulation, in advertising lineage, in reader interest and in reader confidence makes the Times the outstanding buy from every angle for the national advertiser, just as it is for the local advertiser.

Starting from scratch 36 years ago, the Erie Daily Times has advanced to the place where it is considered one of the best advertising mediums in the country.

Your advertising will produce results during 1925 in this publication—it has reader interest.

Erie Daily Times

A. B. C. Member

Evenings except Sunday

Established 1888

Representatives:

E. Katz Special Advertising Agency

New York

Chicago

Kansas City Atlanta

San Francisco

Pitchforks Become Fishing Rods and Saturation Vanishes

The Interesting Reasons Which Led The American Fork and Hoe Company into the Fishing-Rod Business

By W. B. Edwards

I N a list of hardware and sporting goods trade papers, there appeared recently a full-page advertisement featuring fishing rods. Nothing startling about that. But this particular piece of copy was signed: The American Fork and Hoe Company. A fork and hoe manufacturer advertising fishing rods-something startling about

In fact, this company has gone several steps farther. It has entered the business of producing skis and snowshoes. Also, it is experimenting with a metal golf shaft and there are two or three other items, just as distantly removed from forks and hoes. which it is not yet ready to talk

T

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All this is more than merely interesting: it is exceedingly in-It constitutes, for exstructive. ample, a direct answer to the con-tention raised by E. F. DuBrul, general manager of the National Machine Tool Builders' Association, in his article in the January 29 issue of PRINTERS' INK entitled: "The Right Way to Limit Production." It is Mr. DuBrul's idea . that there are physical points of satiety which limit demand in certain lines. He also claims that there is such a thing as local saturation of a market. Finally, he contends that certain markets are rigidly limited and that in these fields, nothing can be done to stimulate demand.

I have no intention of taking these three assertions and attempting to prove their accuracy or inaccuracy. In fact, I am per-fectly willing to admit that many markets are fundamentally limited and that nothing can be done to expand them. But I think that the experiences of The American Fork and Hoe Company prove that simply because a market

seems to be, or actually is limited, is no plausible reason for feeling that nothing can be done to in-crease business. What this company believes is that if additional business cannot be obtained right in the corner where you are, then the thing to do is to look else-

where for it.

It is the belief of the company's officers that two factors are tending to limit the demand for hand tools such as it manufactures. One of these factors is the tendency of the American people to work less and play more. The second, is the development of farm machinery which supplants hand tools. "In other words," to quote W. Withington, manufacturing director of the company, "we felt that our business as makers of farming implements had about reached its peak."
The American Fork and Hoe

Company, while it fights for all available business, refuses to recognize market limitations. Instead of confining its attention to hand tools, this company expands its market by adding to its line other which the factory equipped to turn out and which

open up new markets.

That is how the company came to enter the fishing rod field. With the demand for hand tools declining, the company's executives sought for new fields. Someone conceived the idea that a fishing rod is really only a glorified fork tine. The same rolling operation which produces a fork tine from a small stub of steel, produces a fishing rod. Of course the start is made with a larger stub, and the rolling operation is carried through to a greater degree, but essentially, the factory procedure is identical.

It is true that the company had to build highly specialized machinery to get the length of drawing and the very small diameter of the fishing-rod tip. Also, it was necessary to use, in the fishing rod, a steel of considerably higher quality, and the heat treating had to be more exact. Nevertheless, the fundamental operation of making a fishing rod is the same as that needed for fork tines and the factory's ultimate success was

complete merchandising program.
A list of business papers was
decided on to carry the message
to dealers. Copy is to appear in
sport publications during the
season. A counter display stand

sport publications during the season. A counter display stand was designed for distribution to hardware and sporting goods dealers. A booklet entitled: "Fishin," was prepared. It gives explicit directions, including many illustra-

tions, of overhand bait casting. In addition, 15,000 copies of an advertising book have been printed for distribution to the trade. The purpose of this book is to merchandise the advertising campaign and to secure distribution for the counter displays, circular matter and booklets.

Since this entry into the sporting goods line, the company has added other items, including the skis and snowshoes mentioned previously. These items fit very nicely into the ash timber end of the company's business, inasmuch as ash is used for fork handles and ash is the most suitable wood for skis and snowshoes. Mr. Withington says: "We are, unquestionably, the largest gatherers of ash timber in the world, so to add a line of this kind is not a difficult matter.

It is only comparatively recently that The American Fork and Hoe Company has ventured into these side lines. Perhaps, though it is not too early to predict that results will prove the fallacy of accepting conditions—instead of making them.

BO:

NE

LON

PHI

Clare Cook with Cincinnati

Clare Cook has joined the Cincinnati Post in charge of local foreign advertising. He was formerly with the advertising department of the Cleveland Press.



THIS IS THE TYPE OF TRADE COPY WHICH IS OPENING NEW MARKETS

due to the many angles of the art which had been learned in years of drawing fork tines.

After the factory end of the fishing rod had been taken care of, marketing plans were formulated. Elaborate statistics were compiled concerning the best sources of demand. The type of fishing practiced, the distribution of game fish caught by live bait and lures, and the number of hunting and fishing licenses issued each year by the various States were also studied and employed as the basis for a

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Buy What You Can Use"



Beginning March 30, The Christian Science Monitor will publish in Boston each day three editions, designated "Atlantic," "Central" and "Pacific,"

Advertising will be accepted for one edition, two editions, or all three editions, at adjusted rates.

The map, and the panel at the right, show coverage by editions. Regional rates and detailed circulation data will be given by any Monitor advertising office.

DISTRIBUTION OF EDITIONS

ATLANTIC

New England and Atlantic Seaboard States Eastern Canada Great Britain Continental Europe Africa India Australia Western Asia Central America Eastern South America

CENTRAL

Central Western and Southern States Western Ontario Saskatchewan Manitoba

PACIFIC

Pacific Coast and
Mountain States
British Columbia
Alberta Philippines
Yukon Hawaii
Alaska Mexico
Eastern Asia
Western South America

The Christian Science Monitor

An International Daily Newspaper

Published in Boston and Read Throughout the World

ADVERTISING OFFICES

BOSTON
107 Falmouth St.
NEW YORK
270 Madison Ave.
LONDON
2 Adelphi Terrace
PHILADELPHIA

802 Fox Bldg.

CHICAGO
1458 McCormick Bldg.
CLEVELAND
1658 Union Trust Bldg.
DETROIT
455 Book Bldg.
KANSAS CITT
705 Commerce Bldg.

SAN FRANCISCO 625 Market St. LOS ANGELES 620 Van Nuya Bldg.

SEATTLE 763 Empire Bldg.

PORTLAND, ORE., 1022 Northwestern Bank Building

How to Cut Salesmen's Lost Time

Department of Commerce Collects Facts of Interest to Sales Managers

Washington Bureau of PRINTERS' INK

FOR more than a year the Department of Commerce has been collecting material for a report of special interest to sales managers in practically all lines of business. A prior investigation had shown that one of the wastes contributing to the cost of distribution is the time lost by salesmen, due to poor arrangement of territories. The report, "Planning Salesmen's Territories," issued as Trade Information Bulletin No. 314, offers suggestions and methods for saving time and expense in selling goods on the road.

The foreword points out that while those manufacturers and distributors who are traveling their men most economically have considered the various controlling factors of the best territorial arrangement, others have allocated sales territories in haphazard, casual fashion. The purpose of the report is to point out apparent faults of expensive territorial arrangement and to suggest ways of correcting these methods.

The report is largely the result of the helpful co-operation of a number of large manufacturers and distributors who furnished data and sales maps. It describes the problem as one involving the salary and expense of the individual salesman, waiting for trains, loss involved in doubling back and the living place of the salesman.

"All this seems very simple," the report continues, "yet an examination of a number of sales territory plans shows that these fundamental facts are not being given the consideration they de-serve."

Several outlines of territorial plans in actual use are then contrasted to show their variation, and the report discusses them from a standpoint of economy. In discussing larger territories it mentions that State and county lines must be disregarded frequently in order to work the territory most economically from the point of time and expense.

While the report is somewhat general, it does not lose sight of the fact that the arrangement of territories depends largely on the nature of the merchandise sold. and its material is made more practical through the discussion of several arrangements in their relation to different goods. It states:

Every commodity requires a plan peculiarly its own. In all cases it is necessary to recognize the determining factors and give them proper considerathe fundamental purpose of the plan, and to work down to basic facts. It is only by such methods of intensive study and analysis that the problems inherent in our complex system of distribution can be successfully solved.

To enable the sales manager to recognize the determining factors, the text of the report is illustrated with seven plates of outline maps showing, first, the principal cities and towns of the United States in their approximate relationship, and then various groups of States and their arrangement into territories regardless of State lines. One of the most interesting and valuable phases of the report is the discussion of the experiences of a number of manufacturers in working the territories laid out on the outline maps.

Inasmuch as the report attempts to cover a large subject in only thirteen printed pages, it is more suggestive than specific; but sales managers will undoubtedly find it of value in laying out and reor-Copies will ganizing territories be mailed, on request, by the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, or they may be secured from any of the Bureau's branch offices.

> Joins Federal Cartridge Corporation

H. C. Russell, formerly with The Fisk Rubber Company, New York, has been appointed sales manager of the Federal Cartridge Corporation, Minne apolis, Minn.

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No domestic difficulty ever "feazed" Priscilla

Her courage, resourcefulness and housewifely skill made her the guide and reliance of our Pilgrim foremothers.

Household problems have changed as much since 1620 as housekeeping methods—but problems still exist and difficulties still arise—

And today more than 600,000 modern homemakers look to Modern Priscilla for help in their domestic difficulties.

They use Priscilla's recipes; practice the methods used at the Priscilla Proving Plant; ask her advice on questions innumerable.

Their pantry shelves are stocked with foods she recommends; their homes are furnished and equipped with articles approved by her Housekeepers and advertised in *Modern Priscilla*—

Which explains why makers of foods, fabrics, house furnishings and household equipment find *Modern Priscilla* so valuable an ally in selling to the Purchasing Agent of the Home.

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

Broadcasting with The

CINCINNATI is a very real Radio Center. Three of the major broadcasting stations of the United States—WLW (422), WMH (422), and WSAI (326)—are located there, and almost every night Cincinnati is on the air.

That means that the Cincinnati market is especially responsive to Radio Advertising. Naturally, the more substantial element of the city—with the largest purchasing power—is most responsive.

Makers and dealers in the Radio field have recognized that The Enquirer reaches and influences that element.

I. A. KLEIN New York Chicago R. J. BIDWELL CO. San Francisco Los Angeles

THE CINCINNATI
One of the World's

to Radio Fans Enquirer

The Radio Lineage for December 1924 and January 1925 in The Cincinnati Enquirer was

> 84,262 LINES





ENQUIRER Greatest Newspapers Our men remain with us for the same reason our clients do—they find it pleasant and profitable.

McJunkin Advertising Company

Dominant Idea Advertising Outdoor · Newspaper · Magazine 5 South Wabash Avenue, Chicago

Co-operative Advertising in Britain Perks Up

Three Years Ago There Were Only Two Joint Campaigns; Today Sixteen Are Operating Successfully

By Frank Holmes Wright

Director of the London (England) Press Exchange

In the times that have come upon us since the War, with high prices and unemployment constantly present, it is evident that peace and the welfare of human society demand co-operation in every effort for the conservation of industry and the promotion of national and international trade. Competition is a good thing. It makes for efficiency and the correction of abuses.

But beyond and above competition in every industry we need self-help. We need co-operation lest the difficulties of our time hamper the extension of business in itself.

No agency which is making for better conditions has the same creative value as advertising.

Not in England alone, but in the United States also, co-operative advertising is doing a great work for the conservation of industries and the establishment of working standards, I should give a very imperfect idea of what co-operative advertising has done and is doing, if I allowed anyone to think that this implies any cessation or weakening of individual advertising within the industries that are advertised co-operatively. On the contrary, the experience is that members of a co-operatively advertised industry, having seen the beneficial effects produced by advertising on the industry as a whole, are encouraged to make greater use of it for themselves in order to obtain their share of the new and increased business.

What co-operative advertising can do is to come to the rescue of an industry that is in trouble. For example, the grow-

ers of British tomatoes suffered greatly from the competition of tomatoes grown in Holland which were delivered on this market when there was already an oversupply of the home-grown article, with the result that prices fell below the cost of growing. the British tomato was advertised, public demand caught up with production, and in fact went beyond it, with the result that last year prices rose at one time to an unreasonable figure and the advertising was consequently suspended temporarily, in order to bring it down.

This illustrates one of the characteristics of co-operative advertising, namely, its unselfishness. If the growers had taken a narrow and short-sighted view, they would have had every reason to be satisfied with the high prices that their crop was fetching. Instead, their only object is to maintain the market at a reasonable level.

. . . .

NO MORE WASTED TOMATOES

Another of the advantages of co-operative advertising is seen in the way in which tomatoes are now handled. They have always been sold in the form of what is called a "strike"—one of those large round baskets which you see at Covent Garden. These entailed much trouble and loss of efficiency through the necessity for returning them. Tomatoes are now sold in non-returnable boxes and the waste is cut out.

A similar campaign directed against foreign competition has been conducted by the British Rose Growers' Association during the autumn planting season, in order to meet the competition of several millions of cheap and in-

Summary of an address before the Publicity Club of London.

ferior foreign rose trees. The feature of the campaign is that the British Rose Growers' Trade Mark Seal is affixed to every rose tree sold by members of the association. The funds for publicity are raised by the sale of these trade-mark seals to members of the organization.

Of course, the oldest and the most famous of co-operative advertising campaigns in this country is that of gas. When the advertising of gas was first mooted by F. W. Goodenough, many people in the industry regarded this as a fanciful idea. Some of the very largest producers of gas stood out—but they did not stay out long, and now the gas industry co-operates almost 100 per cent.

Among the co-operative campaigns which may be cited for their public value are the milk campaign and the National Council for the Preservation of Eyesight. The consumption of milk in this country was a quarter of a pint daily—the lowest of any civilized country in the world—simply because the unassailable claims of fresh clean milk as a food had not been brought to the notice of the public.

The National Council for the Preservation of Eyesight is a combination of qualified opticians whose theme is to inform and educate the public on the necessity of conserving vision and to ensure the fullest publicity as to the services which the fully qualified optician renders to the community.

In the same way, the "Paint More" campaign has operated to prevent the destruction of important property through neglect and the ravages of time and weather.

Thus, in all these industries advertising is doing a work beneficent to the worker, the distributor and the public: it is providing employment and bettering the standards of industry. I predict that the time will come when the great labor unions will demand cooperative advertising in the industries which they serve. I have not mentioned more than a few of the industries which have co-operative advertising, such as

the "Eat More Fruits" campaign, supported by importers, brokers and retailers, who are reminding people of the delicious and healthful qualities of fresh fruit. The manifold uses of rubber and concrete are being advertised cooperatively by the industries concerned, while the British wire netting manufacturers have called attention to a British product and named many new uses for it.

That indispensable instrument of modern life, the telephone, is now being advertised by the Telephone Benevolent Association—a body comprising the manufacturers of cables, telephone parts and accessories. In this connection, it is interesting to note that while the advertising is directed to the public, the actual customer is the Postmaster-General, whose orders for the manufacture and supply of material are controlled by his estimate of the public demand.

The extension of the movement of co-operative advertising may be gauged by the fact that whereas three years ago there were only two campaigns of this nature in existence in this country, there are now no less than sixteen co-operative advertising campaigns operating successfully on behalf of industries widely differing in the products they have to sell.

J. E. Brown with H. Stanley Rogers

J. E. Brown has become associated with H. Stanley Rogers, advertising. New York, as manager of production. For a number of years Mr. Brown has been engaged in advertising art work in New York. J. De Witt has been appointed assistant manager of production.

Food Account for Robert H. Dippy

The Natural Food Products Company, Philadelphia, has placed its advertising account with Robert H. Dippy, advertising agent of that city. Food publications and direct mail will be used.

Thompson Radio Earnings

The R. E. Thompson Manufacturing Company, New York, radio products, reports net earnings of \$\$\frac{811}{652}\$ for December, 1924, after royalties, taxes and all charges. The company commenced producing radio sets on a commercial basis in September, 1924.

3,716,560 lines the largest Advertising Oll N in 1924

In a comparative table listing 135 newspapers in 29 principal cities, The New York Herald Tribune shows a larger advertising gain than any other morning or evening newspaper for the year 1924. (Figures issued by the Statistical Department of The New York Evening Post.)

The New York
Herald Tribune

An Easy Start Is Not Always a Good Beginning

The Importance of the First Paragraph in Making an Effective, Sales-Getting Booklet

By C. B. Larrabee

Editorial Observation: I have, in my editorial capacity, been reading fiction manuscripts now for exactly ten years and four months. In that period, I have read perhaps 30,000. Meditating upon these 30,000, I am brought to the conclusion that I have never yet found a good one that began in any one of the following ways: 1. "It was in the year so-and-so"; 2. "Now, dear reader"; 3. "Long ago, before this story of"; 5. "Out beyond the line where the sea touched the sky"; 6. With the description of gathering clouds; 7. With a quotation from Horace; or 8. With the word "imagine." Clinical Notes. The American Mercury.

*ONSUMER Observation: C have, in my capacity as a consumer of nationally advertised products, been reading advertising booklets for many years. Meditating upon the hundreds of booklets I have read I am brought to the conclusion that I have seldom found a good one that began in any one of the following ways: 1. "To (lead, steel, breakfast food, chicken wire, chewing gum, etc.) civilization owes a great debt"; 2. "The measure of our suprem-2. "The measure of our supremacy"; 3. "Back in the Middle Ages"; 4. "We have sent you this booklet so that"; 5. "It is a well-known fact"; 6. "Man's progress can be measured by"; 7. With a description of the factory; 8. With a biography of the president; 9. "Our company"; 10. "Our product."

Probably one of the easiest tasks in the world is to write a booklet. Any young man or woman with a modicum of literacy can sit down and dash off a booklet on any given subject in less time than it would take to say "total eclipse." An office boy can write a booklet on breakfast food

-and sometimes does.

But when it comes to writing a good booklet that gets attention right from the cover and holds attention from the opening word through to the last paragraphthat is a different matter. Something is needed then beside the ability to read and write and the urge for self-expression.

It is in the first paragraph that even the best booklet writers often fall-and fall hard. Booklets that otherwise are almost perfect examples of sales literature often get off to such a limping start that the prospect, unless particularly tenacious, loses interest before the author has had a chance to plunge into his sales

The booklet reader has a great deal in common with the reader of short stories, who picks up a magazine and, unless lured by the name of some well-known writer, begins to look at opening paragraphs. The story with an opening that arouses interest gets read, but unless the reader is a methodical gentleman, bent upon getting his money's worth, and all of his money's worth, out of the magazine, he doesn't linger for any length of time over the stories that commence dully.

MUST BE GRIPPED AT THE START

The same is true of the prospect who receives a booklet. He is not obliged to read the booklet. Often he hasn't even sent for it, so his attitude may be one of quiet intolerance. If the booklet starts out like the opening sen-tence of Eddie Perkins' high school valedictory he immediately loses interest. Of course his interest may be caught up again by an unusual picture, a novel layout or a scare-head. But even if the interest is regained something has been lost which can never be picked up again. It has been lost because of an inept beginning.

you want your automobile to run smoothly and powerfully, to use less gas and oil, if you want fewer repairs and



During January, 1925, The

LOS ANGELES EVENING HERALD

carried 170,912 lines of foreign advertising, the greatest volume ever carried during any January in its history!

This was 42,434 more lines than was published by any other Los Angeles daily newspaper and 4,018 lines more than was carried by the other Los Angeles evening newspapers combined!

Many advertisers cover the entire Los Angeles field by using The Evening Herald alone!

REPRESENTATIVES

G. LOGAN PAYNE CO.,
401 Tower Bidg., 6 N. Michigan Ave.
Chicage, III.

H. W. MOLONEY, 604 Times Building, New York

į.

A. J. NORRIS HILL, 710 Hearst Building, San Francisco

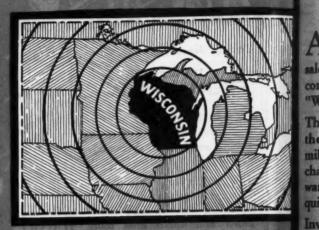


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419



Start in
WISCONSIN
and then
spread out

An open letter to Advertisers:

5. 1025

A LIST of the successful national advertisers who launched their initial sales and advertising campaigns in Wisconsin would read like a chapter from "Who's Who In Sales and Advertising."

These shrewd merchandisers—some of them with headquarters a thousand miles away—chose Wisconsin not by chance or guesswork—but because they wanted a fair test in a prosperous and quickly responsive market.

Investigate the sales possibilities of the Wisconsin sales field for your product or your client. Let us tell you how the 47 daily newspapers of Wisconsin, with their 715,000 circulation reaching 98% of the families of the state, are prepared to co-operate with a uniform, intelligent merchandising service that will insure quick and tangible results.

Address the Secretary,
419-421 Sycamore Street, Milwankee, Wisconsin

Wisconsin aily Newspapers greater satisfaction, you will find this book a real help and a guide toward accomplishing these things.

That's the foreword to "Correct Lubrication for the Automobile," a booklet issued by the Vacuum Oil Company. Such a paragraph wastes no words on the Middle Ages, It doesn't bother to mention the debt that civilization owes to oil. It merely states plainly and simply what the booklet will do. Since the statement is one that will interest every automobile owner, "Correct Lubrication for the Automobile" is assured at least a casual reading.

One of the most effective openings that I remember having seen was a one sentence foreword to a booklet issued several years ago by the Berkey & Gay Furniture Company.

As a man is so makes he his surroundings.—Don Juan Manuel.

Simple, yet how effective when used to arouse interest in a book-let on period furniture.

. . and this is the table! I love it!
Not because of the beauty of its grain, nor its design, nor the rare workmanship that produced it; buf-lecause it knew so well those I have loved, and are now no more. This table lived with them, it shared their fears and their triumphs.

. Under its sturdy legs, children, now bent with graying years, once played. Its inanimate surface seems fairly to live again with the associations it must have known—associations dear to me. Therefore, do I love this table, and because it is beautiful I love it none the less.

That quotation stands on the title page of a booklet, "Heir-looms of Tomorrow," issued by the Imperial Furniture Company. The booklet is a history of tables, of their design and of the effects on that design of different historical periods, and closes by showing that tables bought today are the heirlooms of tomorrow. An interesting subject, surely, but of that easily might have been plunged into dulness by a stuffy opening paragraph.

Steel is alive. Commanders of steamers in the harbor of New York say their compasses show a difference of as much as seven degrees on leaving their

docks—a difference which lessens as they proceed down the bay.

These sentences are taken from the foreword to a booklet on structural steel issued by the Mississippi Valley Structural Steel Company: "Steel is alive." Nothing about tensile strength, gigantic achievements, millions of pounds, or any of the obvious things, but a sentence that cuts into the reader's attention like a whiplash.

It's a long way from Ceylon to Staten Island—a long time from the day of Goodyear's empirical rubber chemistry to the present.

The same thought could have been expressed in a dozen different ways, but one doubts if any of these ways would have been quite so expressive or quite so sure to win attention. The sub-ject of the booklet is dental rubbers and the manufacturer is the S. S. White Dental Manufacturing Company. The Cact that the booklet was issued in 1919 does not dull the glamor of that opening sentence. Where the writer might have written a Johnsonian sentence about the great advance in the manufacturer of rubber he chose the homely and eminently interesting metaphor of Ceylon and Staten Island as compared with Goodyear's rubber and the rubber of today.

Who is there, with a drop of sporting blood in his veins, that does not remember the exploits of Dan Patch, of Mano'-War, and of the illustrious Zev?

The Paige-Detroit Motor Car Company uses that sentence to start a booklet on Paige Motor Cars. As a test I put the booklets of four other automobile manufacturers beside the Paige booklet. One started, "The measure of superinger," Another introduced the product with "For nineteen years has manufactured." The third was inspired to say, "The automobile has been a great factor in the advance."

The fourth, issued by Wills Sainte Claire, Inc., was the only one that aroused any interest beyond the casual. It began:

First, let us say-In this little hos

we sloof the Vadvar possil that tion development

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Not and techoin But far m -a I spread For plied It has grain charre forest: stump the s every And

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5, 1925

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we shall attempt to give you only a few of the distinctive mechanical features of the Wills Sainte Claire, the engineering advances that have made the achievement possible, a few of the Unseen Things that in their vital aggregate and perfec-tion have opened a new epoch in the development of the motor car.

The writer of those words was saying the same things that a dozen other manufacturers have said, but there is something felicitous about the phrasing, a touch as delicate as it is intangible that somehow makes this foreword sparkle where others merely

Not such a Plague as those that spread scourges of disease across ancient Europe and turned peopled cities into hollow, echoing tembs.

But a Plague far more treacherous, far more destructive, far more insidious

far more destructive, far more insidious—a Plague more powerful, more widespread, more persistent.

For this greatest of all Plagues has plied its pernicious way for centuries. It has laid waste cities. It has turned grain fields into wide expanses of charred straw. It has transformed virgin forests into desolate areas of blackened stumps. It has placed its burdens upon the shoulders of every individual of every century and every land.

And the name of this Plague is-FIRE!

The Hartford Fire Insurance Company chooses such an opening for its booklet on "The Red Plague." Turning to the next page in this booklet you will find this paragraph, another model of what an effective opening can do.

Take out your watch, sir! Place it on your deak and note the flying second-hand as it starts on its circular path, marking off the infinitesimal fractions of time that make up a minute. Follow it while it makes a circuit and a hird—eighty seconds—and then jot this fact down in the diarry of your mind: a fire has started somewhere within the borders of this country!

"Take out your watch, sir!" How unusual and yet how impelling. There can be little question about reader-interest when the reader meets such a sentence as he opens the book.

France is not just so many square miles of earth, dotted with cities. France is spirit—tradition—invincible courage convinced gaiety—a viewpoint on life.

Paris—that paradox of ripe age and verdant youth! Enriched by the fruits of sacrifice, yet reveiing in dauntless gaiety; rooted securely in great traditions, yet living—artistic to the finger tips—in the gracious moment of NOW!

Just an overnight trip from France lies "the forgotten continent"—Africa. A land of perpetual summer and balmy air along the turquoise blue Mediterranean; of snow and cold among the craggy beights of the great Atlas Mountains; of summer beat on the limitless lands of the Sahara—a land of striking contrasts which can now be visited without any sacrifice of travel comforts.

The openings of three different booklets issued by the French Line, these paragraphs show a subtle appreciation of the mind of the traveler who is not interested primarily in palatial steamers but in far countries to be visited.

How Mary Josephine has changed in the last year! It seems like yesterday that she was using baby prattle—and, by a seeming day after tomorrow, she will be having her hair done up.

Kodak is selling scmething besides cameras and films. The way it opens its booklet, "At Home with the Kodak," shows its ap-preciation of what will create immediate interest in the mind of the prospect.

Take another Kodak booklet:

Whether you're stepping off the boat at Bar Harbor or the porch of your own "home grounds," you'll immediately find scenes that call for your Kodak.

There's something breezy and friendly about that sentence which suggests an atmosphere entirely different from that of the cataiogue, yet the pages that follow are filled with pictures and technical descriptions of various Kodaks. No, a catalogue doesn't need to open stuffily. A little spice in the foreword will give the reader a zest that will carry through even the most technical descriptions, a zest that has been put there by a desire to own something.

The house of optimism—no lurking shadows anywhere—rooms of light and spaciousness—or airiness—a sunshine house with a clear sky.

The Patton Pitcairn Division of the Pittsburgh Plate Glass Company uses that sentence to introduce a booklet on Banzai Enamels. Immediately there are opened up new vistas of sunlit, cheery rooms.

The cheerful hum of voices, the steaming kettle, the cup that cheers and

A Hole in One

Don't let it give you the wrong perspective on other low scores you make



SOMETIMES in golf an average 86 player happens to shoot a 72.

Then when he makes an 80—a good six below his average—he rates it a poor game, and from there on starts to "press" in an attempt to make another 72; and thus, by over-tension, often spoils his regular game—shoots above his average 86.

And so, too, it goes in business.

One unusual year often gives a wrong perspective on good average years, and invites the peril of over-expansion, unwise expenditures and mistakes.

Now the science of advertising is to keep the average right; to build consistently, year by year. 1025

So we at Lord & Thomas plan programs on that basis

A great jump in sales does not so flush us that we fail to recognize a hole in one is not a regular score.

Instead, it makes us tighten our defenses; warns us to create a strategy to make the next year safe.

Clients tell us that this is one of the greatest factors in our service. Victory cannot defeat us.

To us that seems the simplest common sense.

And common sense, above all things, brings uncommon results in advertising.

That is the unvarying principle we apply to everything we do.

It must be right. For, under 25 years of present ownership, it has given Lord & Thomas outstanding leadership in its field.



LORD & THOMAS

LOS ANGELES 724 South Spring Street

Advertising

NEW YORK 247 Park Avenue

SAN FRANCISCO 225 Bush Street

400 North Michigan Avenue Victoria Embankment

CHICAGO LONDON, ENGLAND

BETTER THAN LAST YEAR

The March, 1925, issue of The Household Journal, which is now on the press, carries 18,218 lines of advertising copy—an increase of 500 lines over the amount carried in our March, 1924, issue.

The Reason

700,000

ALL MAIL SUBSCRIBERS

The Household Journal is a thirty-yearold publication circulating principally in
the villages and rural
districts of Illinois,
Indiana, Ohio, Michigan, Wisconsin,
Minnesota, Iowa,
Missouri, Kansas and
Nebraska and having
the Lowest Rate in
proportion to circulation of any paper
in its class!

AT THE LOW RATE OF

\$2.60 an agate line

Beginning with the September, 1925, issue, \$2.75 an agate line.

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\$1450.00 a page

Beginning with the September, 1925, issue, \$1,550 a page, \$1,700 for back cover in colors.

Forms close promptly 5th of preceding month

HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr. Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers
2003 Harris Trust Bldg.
Central 0937

New York Office

A. H. Greener, Manager
116 W. 39th St.
Room 634

, 1025

Silverplate with its satiny surface catching every light.

With a few words the tea-time atmosphere is etched against the pages of a booklet of 1847 Rogers Bros. silverware.

Often interest can be aroused by a narrative opening. The following from a Paige Motor booklet is an excellent example of how the narrative can be handled:

Among the memories of Sarah Bernhardt by her manager is a story of how her wigmaker was asked his opinion of a new play in which the great actress had just appeared.

a new play in which the great actress had just appeared.

"Remarkable!" said the wigmaker.

"You couldn't see a joint!" He meant that the wigs he bad supplied fitted so perfectly that their joints were not visible.

A far cry from Bernhardt to motor cars, yet Paige adapts this incident to point a moral of motoring and at the same time gets the reader's interest with an anecdote of a famous person.

One more example—this time of a purely informal character.

"Seems to me your good resolutions for economy have vanished," said Friend Husband as he picked his way over a piazza floor littered with piles of white sewing.

Of course there is more to the story which eventually expands into a booklet, issued several years ago by Amory, Browne & Co., makers of Indian Head cloth. Frequently this informal, narrative style of opening will act as a spur where a different style might fell flat.

might fall flat.

The writer of a booklet has a multitude of openings to choose from. He can be gay, serious, formal, informal, but if he is dull or pompous he is committing an inexcusable sin. By setting up a cloudy curtain of dulness across the front page of his booklet he is making it harder and not easier for the prospect to read his message. Magniloquence is pardonable. It shows a striving, at least, for something that will gain interest. Dulness is unpardonable because it is evidence of one of two failings; lack of ability or lack of an understanding of the consumer's mind. Either failing has no place in advertising.

Inland Press Association Meets at Chicago

REE publicity was among the subjects discussed at the two-day session last week of the Inland Daily Press Association at Chicago.

"It soon becomes a matter of whether you run your own business." C. E. Broughton, of the Sheboygan, Wis., Press Telegram, pointed out, "or whether it is run for you by your national advertisers. There are enough ethical advertisers in the field so that you can afford to be independent. Refuse to publish publicity items."

Mr. Broughton warned his fellow newspaper men to beware of free publicity. He particularly criticized large associations representing entire industries, which made a practice of sending out extensive publicity material at regular intervals. He urged editors to handle with care the floods of radio publicity which are being sent out cleverly disguised with instructions for building sets and like information.

The most important action taken by the association was the adoption of a resolution protesting against proposed postal rates. The resolution was telegraphed to Washington.

Problems of equipment, relations of the farmer and the press, functions of State press associations, community advertising, motor car distribution of rural circulation, and cost finding and accounting, also were discussed at the meeting.

Luncheon sessions were addressed by Dr. Ernest D. Burton, president, University of Chicago, who spoke on "The Relations of the Press to Education" and State Attorney Robert C. Crowe on "Newspaper Attitude Toward Crime."

George D. Lindsey, publisher of the Marion, Ind., Chronicle, and Will V. Tufford, Clinton, Iowa, were re-elected president and secretary-treasurer, respectively, of the association. The next meeting of the association will be held at West Baden, Ind., May 21 to 27.

Senate and House Agree to Consider Postal Bill

After much labor the Senate and the House of Representatives have at last agreed upon a postal salary and rate increase bill that both bodies are willing to consider.

On February 24, after a conference between committees of the Senate and the House a bill was agreed upon that is substantially in the form of that originally passed by the House. It will be recalled that the House of Representatives about two weeks ago passed its own bill for increasing the compensation of postal employees and the raising of postal rates, after having previously rejected in its entirety a Senate bill because the latter, in the eyes of the House, embodied revenue legislation which the House held it, alone, had the power to originate. When the Senate received the bill that the House had substituted for its bill, it voted to substitute the provisions of its own bill for those which had been put in the House bill. both bodies decided upon a conference between committees of each body responsible for postal legislation. This background brings up to date the legislative history of the endeavor to increase postal salaries and postal rates.

The only modification of importance made as a result of the conference of these committees was in the second class rates. The House committee agreed to accept some of the lower second class rates that had been provided in the Senate bill.

The second class rates, as now provided in the measure that both bodies have agreed upon, would be for advertising matter, 2 cents a pound for the first and second zones; 3 cents a pound for the third zone; 6 cents a pound for the fourth, fifth and sixth zones, and 9 cents a pound for the seventh and eighth zones.

The bill continues to maintain a differential in favor of religious education in philanthropic publi-

cations. Such publications would be charged at the rate of one and a half cents a pound. A service charge, at the rate of 2 cents on parcel post packages, is retained in this bill, with a new "special handling service" for parcel post to be charged at the rate of 25

cents a package.

It is estimated by Representative Kelly of Pennsylvania that the bill, as now agreed upon by both houses, will raise a revenue of about sixty million dollars, or two million dollars less than the amount provided for in the original bill. The amount originally desired for raising salaries of postal employees was sixty-eight million dollars.

It is reported that President Coolidge has asked Postmaster General New to furnish him with an analysis of the bill that both the Senate and the House have now agreed to consider. This bill is of special interest to him because of the fact that it contains a provision making the salary increase for postal employees retro-active to January 1st; while the rate increase for postal service does not become effective until April 15. These provisions, it is reported, would involve a direct tax on the Treasury amounting to about twenty-two million dollars.

Supreme Court Affirms Ayer Judgment

The Supreme Court of Pennsylvania, Eastern District, handed down an opinion recently in which it confirmed the judg-ment of the lower court in the case of N. W. Ayer & Son versus The United States Rubber Company for breach of contract.

contract.

The suit, brought by N. W. Ayer & Son for recovery of advertising commissions amounting to \$178,620.87, was won by Ayer & Son. On January 6, 1925, the United States Rubber Company appealed for a retrial on a number of "assignments of error." The Supreme Court, in its opinion, reviews the case at length and concludes, "the assignments of error, are oversuled and the judgment. of error are overruled and the judgment affirmed."
The United States Rubber Company has filed with the Supreme Court a peti-

tion for re-argument of the case.

Joins Waters & McLeod

Louis A. Voss has joined the produc-tion department of Waters & McLeod, Los Angeles advertising agency.

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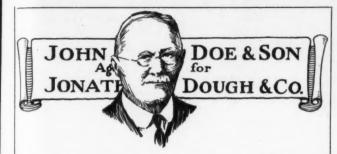
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Get Your Dealers' Point of View

ONLY a half inch of plate glass separates your dealer from the ultimate consumer. He has an opportunity to study crowds that the rest of us never get. He sees the restless mob rush by forgetful of the fact that, last night, they were thoroughly sold upon the products advertised in the newspapers and magazines. He knows that strong measures are necessary to attract the attention of this absent-minded flow of humanity.

On the outside of your dealers' door there is a space for a brilliant, attention-getting Dura-Sheen sign. Match your dealers' show-window effort. Write now for prices and full details on Dura-Sheen, the brilliant signs of porcelain enamel fused into steel.

Beckon to Your Public with Dura-Sheen Signs

THE

20): Tol 4 W. Th: 10 4 (\$ 14 - 20): \$ (12 5 4 4 4

BALTIMORE ENAMEL AND NOVELTY COMPANY

Permanent Advertising Signs

MT. WINANS
BALTIMORE, MD.
© 1925 B. E. & N. Co.

NEW YORK 200 FIFTH AVENUE

Opens Blue-Sky Complaint Export-Managers to-Hold Office

The Attorney-General of the State of New York has ordered the establish-ment at Buffalo of a bureau to handle public complaints of sales of fraudulent securities and other forms of blue sky promotion, that lend, themselves promotion that lend themselves to prosecution by the State Government. Donald S. Dudley, deputy attorney-general, will be in charge of the Buffalo office.

Offices are also to be established in Rochester and other cities throughout the State.

Besides the investigation and prosecution of cases already under official scrutiny, the bureau is charged with scruting, the bureau is charged with the duty of investigating all securities placed on the market to determine their status.

Better Business Bureaus of the State have within the past two or three years worked very closely in conjunction with the attorney-general's office in connec-tion with fraudulent operations covered by State law. It is anticipated that the establishment of local offices throughout New York State will increase the effectiveness of such co-operation and desitite the control of the co-operation and desitite the co-operation and desities the cofacilitate prosecutions.

Six-Point Directory Is Issued

The Six-Point League, an organiza-The Six-Fourt League, an organiza-tion of newspaper advertising repre-sentatives, New York, has issued the eleventh annual edition of its "Direc-tory of Newspaper Advertisers and General Advertising Agents." The di-rectory covers the territory east of Buffalo and Pittsburgh.

The first section of the directory con-

The first section of the directory contains a geographical list of newspaper advertisers, the products advertised, and the name of the advertising manager and the name of the agencies placing the and the name of the agencies passing the accounts. In the second section adver-tising agencies are listed geographically together with personnel and the names of space buyers. The 1925 edition was revised by a committee of which Ralph R. Mulligan is chairman. The other members are F. St. John Richards and Herman G. Halsted.

American Press Association Appoints J. M. Hopkins

J. M. Hopkins, until recently with The American Weekly, has been appointed advertising manager of pointed advertising manager of the American Press Association, publishers' representative, New York. He was formerly publisher of Advertising and Selling and for more than twelve years was with the Printers' Ink Publishing

J. S. Rogers Leaves "The Architectural Record"

J. S. Rogers has resigned as New York representative of *The Architectural Record*; of that city. He has been associated with this publication for the last six years, first as Western representative and later as New York representative.

Annual Meeting

The Export Managers Club of New York, Inc., will hold its annual 'ge together' meeting at the Hotel Pennsyl-vania, New York, on March 24. The theme of the meeting will be "Keeping Up to Date in Export Trade."

Up to Date in Export Trade."

The morning session, at which W. R. Cummings, of the Monroe Calculating Machine Company, is to preside as chairman, will be devoted to (1) market analysis as an export sales force, (2) analysis as an export sales force, (2) the foreign sales representative, and (3) creating sales through export records. The afternoon session, presided over by Oren O. Gallup, of the Simonds Saw & Steel Company, will take up (4) cooperation with foreign distributor or dealer, (5) handling export credits to create sales, and (6) a round-table discussion of the geography of distribution. cussion of the geography of distribution.

A. Schoonmaker, of the Bourne-Fuller Company, will be toastmaster at a disner in the evening.

Chicago Mail Advertisers Elect Officers

At a recent meeting of the Chicago Local Mail Advertising Service Association, Miss Janet Olson of the Kier Letter Company was elected president, succeeding John M. Low, of the Low Letter Service. L. S. Allen, of the L. S. Allen Company, was elected vice-president, and William E. Fleming, of the Reuben H. Donnelley Corporation, was made secretary and reserved. was made secretary and treasurer.

American Woolen Elects F. H. Carpenter

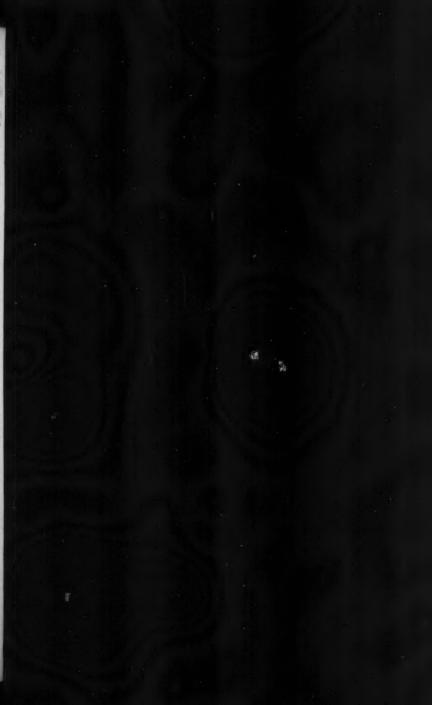
The American Woolen Company, Boston, has elected Frank H. Carpenter vice-president, succeeding Cornelius A. Wood, resigned. Wheaton Kittredge has been elected second vice-president. Mr. Carpenter was general agent of the American Woolen organization and Mr. Kittredge has been a director for twelve

Death of William Green

William Green, president of William Green, Inc., New York printers, died at his home in New Rochelle, N. Y., on February 24. He was sixty-three years old. Mr. Green was also president of the New York Mfg. Real Estate Company, New York. Until a year ago he was president of the Leslie-Judge Company, also of New York. In 1920 he was president of the United Typothetz of America. of America.

Additions to Blackman Agency

The Blackman Company, Inc., New York advertising agency, has made the York advertising agency, has made the Morey, formerly with the George L. Dyer Company, Inc.; Stewart Wells, formerly with the George Batten Company, Inc.; Miss Mary Shomier, recently with N. W. Ayer & Son, and A. P. Livingstoa, formerly with Goode & Berrien, Inc.



The

Ames Tr Atlantic Boone N Burlingt Cedar Ri Centervil Davenpo Davenpo Des Moil Des Moil

Tota



IOWA - One of the Most Fertile Markets in the World Today

-Where

- -The per capita wealth is now \$4,370.00.
- The illiteracy is less than 1 per cent.
- -There is an automobile for every four persons.
- -The annual income is \$1,876,000,000.00.
- -The soil is richer than the valley of the Nile.
- -97 per cent of the soil can be plowed.
- -Bank deposits increased 23.2 per cent in last five years.
- -You reach 2,500,000 intelligent people, or 550,000 families.
- —You get 580,272 daily newspaper circulation.
- -You pay only \$1.82 per line.
- -You get pledged publisher cooperation.
- —You have 100 per cent distributor cooperation.

Send for this NEW FREE 1925 IOWA BOOK. Just off the press and contains latest, detailed, interesting and valuable information relating to Iowa as a rich market. It will be sent FREE to representatives of business firms (only) who have problems that could or do relate to Iowa. Please use your business stationery when writing and give your reason for asking for information.

The IOWA DAILY PRESS ASSOCIATION Council Bluffs, Iowa

Asses Tribuno
Allante News Telegraph
Allante News Republican
Burlington Hawk-Eye
Oniss Rapidis Gasette
Burlington Hawk-Eye
Oniss Rapidis Gasette
Council Bluffs Nouparell
Dawnnort Democrat
Dawnnort Times
Dawn ort Democrat
Tribuno Moniss Register &
Tribuno Register &
Tribuno News

Dubuque Telegraph-Herald, Dubuque Times-Journal Ft. Dodge Mess. & Chronicle Ft. Madison Democrat Iowa City Press Citizen Keokuk Gate City Marshalltown Times-Republican

Ottumwa Courier
Sloux City Journal
Sloux City Journal
Sloux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune
Webster City Freeman Journal

Mason City Globe-Gazette Muscatine Journal Newton News Oelwein Register Oskaloosa Herald



Power STIB Economy CAR Performance

Power Economy Performance

Three features of Outdoor Display that put "PEP" into business Just as Stromberg build Carburetors special for every make of car Jho.

Thos. Cusack @

2000000000

1100 OM

Plan Outdoor Advertising Campaigns to fit the individual need.

CHICAGO NEW YORK

ARRISON LOOMIS BROADWAY & STA

TIBERG

evices Ca E.25 UST.

BUILT SPECIAL For EVERY CAR

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CITI

St. Paul Dispatch St. Paul Pioneer Press now have the greatest circulation in their history

In this city of approximately 60,000 total homes these newspapers are now carrier-delivered into over 47,000—every morning, every evening, every Sunday. An increase of nearly 8,000 since January 1st. This is of more than passing interest. It's a world's record.

No newspaper in any other city of similar size has such undivided contact with people of all classes in their homes. The St. Paul Dispatch and Pioneer Press are relatively stronger in their home city than the Tribune in Chicago or the Times in New York.

This is a value which advertisers cannot find elsewhere—in this city, in the Twin Cities or in any other city of similar size.

Net paid daily combination-carrier 94,068.

Total daily net paid 163,497

Total Sunday net paid 152,282.

O'MARA and ORMSBEE



Sellin Adve Sal

The fais the trade nual 1924 Comp the a

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converge The were opinion paper territe covergany for the bills, slides

one of The compo

A Plan That Reversed a Farm Market's Off Season

Selling to Dealers the Value of Farm-Paper and Country Newspaper Advertising, Rather Than Harness and Horse Collars, Resulted in Peak Sales during the Slow Season for the McIntyre-Burrall Company

By R. C. Breth

THE summer months when farmers are busy in the fields is the slack season in the harness trade. It was to retard this annual dip on the sales graph during 1924 that the McIntyre-Burrall Company, Green Bay, Wis., sought the aid of advertising.

The company previously had never done any advertising beyond the use of catalogues. It had de-pended upon quality to sell its goods and on this basis had built up an excellent reputation in a sales territory of nine States. On the heels of the decision that

its products, Everwear harness and horse collars, should be advertised, a survey of the situation was made. It soon became apparent that the necessity of selling dealers on the proposed advertising was more important than selling dealers on the product. A practical plan was evolved which it was believed would be acceptable to the trade. The plan was presented to about 300 dealers at their annual convention. The reception was lukewarm. Enough interest was shown as a whole, however, to warrant putting the plan in operation soon after the convention.

The salesmen of the company were similarly divided in their opinions regarding the plan. This plan called for space in farm papers covering the company's territory and in local newspapers covering towns where the com-pany had dealers. It also called for the use of mailing cards, hand bills, window posters, and movie slides. The size of space used in farm papers and newspapers was one column by four inches deep. The copy featured a price which competed with mail-order houses, an easy-payment plan, and the ad-

vantages of inspecting the product and buying from a local dealer. A typical sentence from the copy stated: "At your dealers to-day-you can carefully examine it-remember you are trading with your local responsible dealer who guarantees and stands back of this harness-no freight or express

to pay."

The selling plan, in so far as the dealer was concerned, provided that when the dealer had pur-chased ten sets of harness to be delivered within six months from the date of purchase, and of which no less than three sets were to be shipped immediately, an advertisement over the dealer's name would be inserted in his local newspaper. The dealer also was supplied with large window posters, 500 hand bills and post cards printed with his name and address.

The same illustrations and general layouts were used in the dealer's newspapers as in farm-paper advertisements. Only the dealer's name appeared in the newspaper advertising. The "Everwear" trade-mark identified the

company's product.

The first advertisements appeared in the farm publications in July and continued for the next four months. Although the copy made no inducement such as a sample of leather or a booklet to secure inquiries, and did not offer to sell direct if local dealers failed to stock its products, a great many inquiries were received. These were referred to the nearest dealer, whether or not they had accepted the company's plan.

By the first of November, dealers in all of the nine States in the company's territory were advertising and selling Everwear harness and collars. The dealers

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who adopted the plan at the time it was started had not only ordered the ten sets they had contracted for but were reordering to have harness on hand for the winter and early spring. The company's salesmen became enthusiastic as they found harness sales comparatively easy once the dealer had been sold on Everwear advertising. The sales during this ordinarily slack period not only overcame the usual summer slump but set a record for the entire year.

Besides inquiries received from farmers as a result of the farm publication advertising, many inquiries came from dealers who were not regular buyers of Everwear harness. A dozen new distributors were secured as a result of this, and several of them were dealers that the company had been trying to sell for several years without success. This is the more remarkable in view of the fact that large space was not used and that nowhere in the copy was there a request to write. On the other hand the copy specifically directed the farmer to the dealer.

The experience of the McIntyre-Burrall Company illustrates what it is possible for a non-advertiser to accomplish in a short period. It is proof to the skeptical that small space is a producer of results.

Not all dealers used the timepayment plan, yet the low price and the time-payments attracted the farmers to the dealers' stores where the average dealer sold a better set of harness than had been advertised and at a greater profit to himself.

Bert Shontz with John Lucas & Company

Bert Shontz has been appointed advertising manager of John Lucas & Company, Philadelphia, manufacturer of paints and varnishes. He was formerly with the sales staff of the Weeks Photo-engraving Company, also of that city.

Leaves J. J. Gibbons Agency

F. G. O'Grady, for the last three years manager of the Montreal, Canada, office of J. J. Gibbons, Ltd., advertising agency, has resigned.

Transit Evolution Made a Copy Theme

"By Wheelbarrow or Aeroplane," is the caption of a full-page newspaper advertisement which recently was used by the Roanoke Railway & Electric Company, Roanoke, Va. In its copy, the company calls public attention to the fact that it has kept up with the transportation needs of the city from the days of the horse-car, thirty-five years ago, to the present modern electric cars. It further states that this will continue to be the policy of the company, no matter what kind of local transportation may be required by Roanoke in the future, whether it be wheelbarrow or aeroplane.

New Cleveland Advertising Agency

John Rosenbloom and Allan E. Klein have formed an advertising business at Cleveland, Ohio, under the name of Rosenbloom & Klein, Inc. Mr. Rosenbloom was formerly advertising and sales promotion manager of The Bailer Company and Mr. Klein was advertising manager of The Bing Furniture Company, both of Cleveland:

Appointed Advertising Manager of "Child Life Magazine"

Miss E. Evelyn Grumbine has been appointed advertising manager of Child Life Magasine, which is published by Rand, McNally & Company, Chicago.

Miss Esther Merriam Ames, formerly with the Potts-Turnbull Company, Inc., Chicago, has also joined Child Life Magasine as special advertising com-

Radio Corporation Income Doubles

The Radio Corporation of America, New York, reports net earnings of \$9, 503,442 for the year ended December 31, 1924, after expenses, depreciation, etc. This compares with \$4,737,773 in the previous year and is a gain of \$4,765,669 or approximately 100 per cent.

H. G. Hodapp Joins National City Company

Henry G. Hodapp, advertising manager of the Wells-Dickey Company and the Wells-Dickey Trust Company, both of Minneapolis, Minn., for the last ten years has joined the advertising still of the National City Company at New York.

Book Account for Theodore E. Ash

The Macrae-Smith Company, book publisher, Philadelphia, has placed its advertising account with the Theodore E. Ash Advertising Agency, of the same city.

Prices Ebb

Quality considered, there are no lower prices for Giant Ads or Giant Letters

NEW processes—short cuts—better methods of handling; all these have contributed to the steady ebb of our prices.

For years we have specialized in reproducing Giant Ads* and Giant Letters.* We have learned where to effect savings—and, equally important, where a saving can not be made without lowering the quality of the work.

Sometimes a price is too low.

We are constantly studying to keep quality up—and prices down. As an economy is effected it is passed along to you in the form of lower rates. Advertisers who buy Giant Ads on a series basis find prices particularly attractive.

The trend of our prices is steadily downward. Lower today than ever before. Prices which are standard for the quality of reproduction you would want to have bear your name.

Estimates on Giant Ads, Giant Letters, Catalogs— Reprints, etc., on request

*Giant Ads and Giant Letters— Reg. U. S. Pat. Off.

NATIONAL PROCESS COMPANY, Inc. 218 West 40th Street, New York. Phone, 4600 Penn.

GIANT ADS

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Here Is One Retailer Who Likes Chain Competition

Chains an Economic Necessity, He Says, in Advising Manufacturers to Sell Them

IN the February 5, 1925, issue of PRINTERS' INK, R. J. Mooney, a Chicago advertising agent, asked about the effect chain-store competition is having upon the re-tailer. In replying to his inquiry it was stated that chain-store competition is having a beneficial effect upon retailers in general for the reason that it is teaching them to be aggressive merchants instead of mere storekeepers.

In this, and in previous editorials, PRINTERS' INK declared that the retailer had no economic reason for asking manufacturers to refuse to sell chains-that smaller retailers can unite, as many of them are doing, in co-operative buying groups which would neutralize any advantages the chains

might have.

A Missouri retail grocer, in a statement to George J. Schulte, a St. Louis business-paper publisher, now comes forward and affirms this view in vigorous terms. statement, being that of a representative retailer, shows that dealers are thinking constructively on this important topic and are not as a class being rushed off their feet by propaganda designed to restrict manufacturers' selling activities or to ask the law to restrain chain-store competition.

"A real merchant," says the Missouri retailer, "does not ask any odds of anyone. All he asks is an even break-a 50-50 proposition on the part of the manufacturer. If I were a manufacturer and had a line that was in demand by the general retail trade, I would sell to the chain stores, or any other store, for that matter, that wanted my goods. I would sell any merchant, who could handle a fair quantity, at the same price I sold the chain stores and let the local merchants and chain stores in every community fight it out to suit themselves.

"Every community has its lead-

ing merchants, sometimes two or three, generally only one in the smaller cities. If there are enough live wires in a community, that town is not apt to be bothered much with chain stores. If they do locate there, they don't do much.

"I want to say that the chain stores are an economic necessity in some communities. They are the outgrowth of local conditions where there is a surplus of storekeepers and a scarcity of real merchants. They thrive, and are a benefit to such communities as need them. And let me also say, that they become a real benefit to the other merchants of any town. They wake them up and they become better merchants, because of their presence and their modern

business methods.

"I know a little store in a town of 4,500 with two of the largest chain stores in the United States as competitors, one on each side. They are good competitors, clean, fair and square, sell goods at a profit and are up-to-date business concerns. I admire the methods of both of them. They are not disturbing the trade of the store I mention in the least. And they are not going to, because that store carries a better balanced stock and operates on a broader plan, locally.

"Taken as a whole, the merchandise costs of chain stores are as much, or more than the cost of the average bright merchant, when you consider the number of times must be handled before it reaches the local store, and many articles cost them more than the same items, bought and shipped direct, cost the average good buyer.

"Here's the remedy. Offer leaders, the same as the chain stores do. Lead, don't follow. The business of both the chains and yourself will be benefited thereby. Handle the same goods the chain

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THE NEWS

First evening newspaper in Albany

30580

NET PAID CIRCULATION
(FOR WEEK ENDING FEBRUARY 14, 1925)

FIRST-

in City Circulation

TOTAL CITY 20,763

FIRST-

evening newspaper in suburban circulation

TOTAL SUBURBAN 7,804

FIRST-

evening newspaper in total circulation

TOTAL COUNTRY 2,013

SECOND-

in total circulation only to TOTAL The Knickerbocker Press NET PAID 30,580

FASTEST GROWING NEWSPAPER IN AMERICA

Power-By

The Radio Digest is a WEEKLY. All other Radio magazines of known circulation are monthly publications. On the basis of POWER-BY-THE-MONTH the Radio Digest EXCEEDS the combined power of all other Radio magazines of known circulation at an advertising cost 30% LESS.



Radio Diges

510 N. Dearborn Street CHICAGO

E. C. RAYNER, Publisher

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FIGURES

For FEBRUARY, 1925

PRINT ORDER

OPEN LINE RATE

adio Digest 1,260,000*\$4.80

		•	_				,		Approxim	ate	Open Line
agazine	B								.400,00	0	\$2.50
agazine	C								.180,00	0	1.50
agazine	D								.170,00	0	1.25
agazine	E								.165,00		1.00
agazine									. 75,00		.60

tal Print Order (Apoximate) of Other Radio agazines of Known Cir-

990,000 \$6.85

POWER-BY-THE-MONTH gives the Radio Digest a higher rank than that of all other Radio Magazines of known circulation COMBINED

io Digest contract rates are substantially lower contract rates of all other Radio Publications.

New York Offices are located in the Lexington Bldg., 247 Park Avenue, the direction of Mr. William A. pson. Service and information for ased productiveness of Radio Advertising will be rendered cheerfully.

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stores handle, and others they do not. Meet them or beat them in the prices on their leaders. It doesn't cost much to carry a broader line. Chain-store lines are always narrow. Have special sales on merchandise outside of your line, and outside of their line. Carry a better balanced stock than they can expect to carry. They are, as a rule, one-man stores. They can only cater to a few people and, as a rule, they cater to the non-profit paying customers of each community.

"The store I know carries a complete line of groceries, in addition to other side lines. It holds special sales. It employs fourteen people, with all the work they can What is being done in this store in the face of chain-store competition is nothing out of the ordinary. Any live merchant who knows merchandise, pays his bills promptly, and is on his toes, can do the same.

"The chain stores are necessary and legitimate. They wake up the old moss-back storekeepers, and make good merchants out of them, or put them out of business, either of which is a benefit to the com-

Speaking to manufacturers this

dealer says: "Now, Mr. Manufacturer, you, who have 'lost faith in the retail grocer,' bring on your goods. The worth-while buyers will look at them. If your prices will allow them to give the chain stores a sly dig under the belt, and your goods have merit, they will take you and your article on for a real try-out. But, remember, the average retailer has a multitude of troubles, real and imaginary, and is not in a position to carry you on his bent shoulders through the swamps of modern competition, unless you can pave the way with some real merchandise that will meet, or beat, any and all competition. And I will say to you, sell them all, chain stores and independents at the same price, in reasonable quantities, but don't put the minimum low price quantity too high. Give us all a chance to take a shot at it. Then we can

all be of mutual benefit to each

"Now, then, let me ask the retail grocers, are you going to let some total stranger come into your home town and with a little onehorse, one-man grocery store, drive you, a man who knows everyone in your community, knows their likes and dislikes, their every want, knows their home life, their joys and sorrows, out of business? If you are, you're a poor stick and your customers will never miss you. My advice is to sell out and work for some live merchant who knows how."

Advertising Course Started at Portland, Oreg.

A course in advertising has been started by the Oregon Institute of Technology, Portland, which is connected with the local Young Men's Christian Association. The course is conducted by Joseph A. Davidson, manager of the merchandising service department of the Portland Morning Ovegonian. The first session was devoted to a lecture by Joseph R. Gerber, vice-president of the Honig-Cooper Company, advertising agency, who spoke on, "Advertising Money—Where it Comes From, and Where it Goes."

Has New Colorado Hotel Account

The advertising account of the Cosmopolitan Hotel, Denver, Colo., a new hotel now under construction, has been placed with the Hower Advertising Agency, also of Denver. Newspapers and magazines, both domestic and foreign, will be used.

The Genessee Mountain Silver Fox Farms, Inc., Mt. Vernon, Colo., also has placed its account with the Hower agency.

agency.

National Cloak & Suit Sales

The National Cloak & Suit Company, New York, reports net sales for 1924 of \$49,225,803 and net profits after deduction of employees' bonus, Federal taxes, etc., of \$1,862,539. These figures compare with net sales of \$52,399,782, and net profits of \$2,160,845, in 1923. Good-will is carried on the company's balance sheet at a valuation of \$12,000,000.

L. C. Hill Joins Valentine & Company

I. Clayton Hill, for the last five years assistant general manager of the Society of Automotive Engineers, has joined Valentine & Company, New York, Valspar and Valenamel products. He will have charge of automotive sales in the Detroit district.

When Words Begin to Pile Up

Movieized Diagrams Make Quick Work of Long, Drawn-Out Yarns

By A. L. Townsend

IT is told of a talented copy writer that he worked for several days attempting to describe. in words, the five processes necessary to use a certain household appliance, new to women. It was not a complicated series of explanations, but it sounded that way when the descriptions were written out. And they were inordinately long, as well.

His wife made a suggestion which boiled down the advertisement to less than fifty words and clarified the complex descriptions.

"Why not draw little pictures of the operations?" she asked, "I will pose them for you to show

you what I mean."

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The copy man was compelled to admit that this was the happiest kind of solution of his difficulty. An artist made the five outline technical drawings and they were run in a side panel, each with not more than ten words of text. What had been seemingly impossible in descriptive text was quickly accomplished by means of these snapshots of the operations.

The most simple technical movements are clumsily wordily presented, when text must do all the work. These little extra pictures are really professional "demonstrators." They "show" when the old method was

It is an important part of the advertising of Dromedary Dates to explain to a woman just how certain recipes can be prepared. Some of these processes, being new, demand explicit instructions. A typical recipe would be, let us say, dates stuffed with cheese and dressed attractively for serving. The Dromedary plan is to show the completed food, ready to serve, in large size, and then to supplement it with tiny vignettes, visualizing the three necessary operations: removing the stones from dates, filling them with soft cheese, and finally dipping them in a dish of shredded coconut. It has been advantageous for the manufacturers of the Stillson wrench to diagram the uses to which the product may be put, in a campaign directed to the average person and not to the mechanically-minded, as heretofore. There were many unexpected and not quickly thought-of applications for Stillson wrenches. Describing a half dozen of them meant long paragraphs of text. Tiny circular illustrations, an inch in circumference and sometimes less, visualize these uses, and practically no reading matter is necessary.

varnish house issued twelve-page booklet on "How to Varnish a Chair." The novelty of this brochure lay in the fact that was studiously avoided. There were not more than fifty words in the entire job. page carried a large illustration, however. These pictures started with the very first operation and followed through to the final instructions showing how the chair should be placed to prevent dust

from settling on it.

The initial layout was a picture-instruction on how to open the can easily, for example. There were three pages on what type of brush to use and how it should be held in the hand. Every possible process was illustrated. Its greatest popularity was with women. who took it as a text book on varnishing tasks around the house.

In the advertising of Budd All-Steel motor car bodies, the idea to projected seemed simple: namely, that wooden bodies obstruct vision while driving because of their width. A steel corner post of an enclosed car is more slender. It is not so much in the way of vision. But de-scriptions of this sounded tame

It was discovered, one day, that where the corner post was of



Remy advertising seeks to acquaint the public with the rigid standard of excellence which governs every stage of Remy manufacture.

Further, it seeks to make manifest the sincerity of Remy's purpose always to build an excellent product.

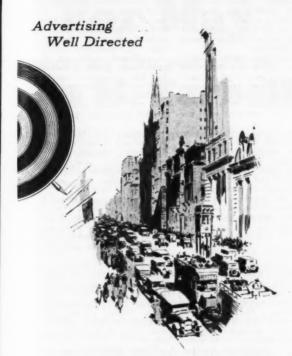
Supplementing the excellent performance of Remy equipment upon millions of motor cars, Remy advertising has been a material factor in impressing upon public consciousness the outstanding fact of Remy excellence.

Remy has long been a client of the Campbell-Ewald Company.

CAMPBELL-EWALD

H. T. Ewald, Pres. E. St. Elmo Lewis, Vice-Pres. Guy C. Brown, Sec'y.
J. Fred Woodruff, Gen'l. Mgr.





The Campbell-Ewald organization of 160 people owned entirely by the men who operate it, with resources and facilities of the largest advertising organization between New York and Chicago, and a volume of busness placing it among the first ten agencies in the country, is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you. There will be no obligation on either side.

COMPANY Advertising

General Offices, Detroit, Michigan

New York Chicago

Toronto

Los Angeles San Francisco



D.C. H. Co., 1994

wood, a sedan, two seconds distance away, was actually concealed by it from the driver, who might have occasion to watch a side street. This was not true of the steel post, because it was much narrower. The artist made companion illustrations of these two contrasting views. He did it after an on-the-spot study in a closed car on a boulevard, with other cars passing.

From many paragraphs of text, the story now could be boiled down to this one short phrase: "A wooden corner post hides a complete sedan two seconds away." The best of all writers of text, in this instance, was the

artist.

The advertisers of the Alemite Gas-co-lator ran across a story of a motorist who had paid \$15 to have a repair made on his car. Something went wrong with the gasoline feed and the blame was placed variously on the carburetor, the tank, the pipe line, etc. And what was really the matter all the while was a tiny bit of dirt somewhere along the line of mechanism.

PICTURES SPEAK FOR THEMSELVES

This suggested a story about what actually takes place when the car fails to "feed" properly. And here, again, words began to pile up, until there appeared no end of them. Three movieized diagrams did what words could never do: they allowed the eye to read what sometimes takes place. Instead of voluminous wording, the story was told at a glance. There was one picture showing how bits of rubber and fibre from the filling hose get into gasoline; one which was a diagrammatic proof of the fact that a drop of water or a speck of dust on the needle valves of a carburetor is enough to cause trouble, and a third showing, sectionally, the cleansing influence of the installation itself.

Two pieces of advertising reached our desk recently in behalf of an outboard motor. One was a booklet, crowded with type. There must have been ten solid pages of it and the type was

small. The reading matter undertook to describe four paramount talking points.

The second document was a small magazine advertisement. And there were four simple out-line pen-and-ink illustrations of these same four points. Accompanied by two lines of text they told in a far clearer and brighter manner, the same identical message. The ease with which boats so equipped could get through heavy saw grass or weeds, the fact that submerged logs or rocks can't harm the motor; runs up on shallow beaches, without docks, and the final visualization of greater speed due to absence of grears.

Women, it has been found, are not inclined to read through long-drawn-out explanations. They will, however, study little diagrams or pictures of various operations; indeed, they seem to be attracted to them.

A concern putting out a new gelatine first issued a sizable recipe book, all type, which contained many new desserts. The recipe book was not a success. At least, women did not pay much attention to it.

Later there came a series of four-leaf folders, in full color. Each leaflet featured some one new dessert and the methods of making it were gone into, in pictorial detail. Each step was diagrammed, as it were. There was little to read and much to

People, as a rule, are not interested in "working things out for themselves."

They are bored to distraction by long explanations, technical descriptions and careful, pains-taking, step-by-step text. Pictures, however, are a totally different thing. And pictures of this specific character are something like short-hand characters. They enable one to make mental notes in two minutes that otherwise would require ten.

Joins Bellamy-Neff

Frank Farwell has joined the staff of the Bellamy-Neff Company, Chicago advertising agency. nt

Mc Clure's For May

marks the return of Ida M. Tarbell

WITH the May McClure's, Miss Tarbell begins a three years' program certain to mark a new epoch in magazine history. The works now planned promise to be no less momentous than her "Lincoln" or her "Standard Oil."

Her new serial is really the story of American progress. Its pages glow with intimate incidents from the lives of America's financiers and captains of industry, and afford penetrating insights into Labor struggles.

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Every business man in America will want to read this serial!

THE S. S. McCLURE COMPANY

No. 250 PARK AVENUE, at 46th Street NEW YORK CITY, N. Y.

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Textile World traces its ancestry back for fifty-seven years. The echoes of the Civil War were still rumbling when the first business paper in the textile industry made its initial appearance. During all these years it has led the thought and followed the fortunes of the industry it chose to represent.

There have been areas of prosperity and periods of depression—"fat kine and lean"—yet the curve has tenaciously climbed upward until today textiles is second among the industries of the world.

For twenty-eight years Textile World has published an Annual Review and Forecast Number. Looking back into the issue for 1897, the effort seems feeble and amateurish, yet it was, like the glider at Kitty Hawk, the forerunner of remarkable achievement.

On February 7, 1925, there was issued what is unquestionably the best Annual Number ever published by Textile World, and what is probably one of business journalism's greatest accomplishments.

The 1925 "Annual" comprises 572 pages and carries the announcements of 836 advertisers.

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f Prosperity

"* * * * we can feel reasonably certain that textiles have started the upward swing of another cycle of thirty to thirty-six months' duration whose price and volume peak should not be reached until well into 1926."

From the always conservative editorial page of the Textile World "Annual," and titled "On the Boad to Prosperity."

If this narrative needs a moral to adorn it, it is this:

The "Annual," coming close to the year's beginning, is a harbinger of the industry's thought—of its confidence or lack of it. When more than eight hundred business concerns use space to get business, business is in sight!

This great fundamental industry is in the market now for replacements and new equipment. Any manufacturer whose product "belongs" in textile mills, anywhere from boiler room to shipping platform, may use Textile World with full assurance that the market is there and that the paper reaches it.

Textile World

Largest net paid circulation in the textile field

Audit Bureau of Circulations



Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE NEW YORK CITY

How to Acknowledge Orders

DANIEL E. PARIS

Editor of PRINTERS' INK: Editor of PEINTERS' INK:
Have you on file any data which
would give us an idea how orders are
acknowledged by different manufacturing houses? For instance, our client
the Hood Rubber Products Co., Inc.,
has always used an ordinary postal card,
which reads something like this:
"Accept our thanks for your order
No. Shipment will on forward by

Shipment will go forward by with the exception of the following sizes which we have had to back order."

It seems, however, that some of the branch managers are very much dis-satisfied with this idea of acknowledging orders. They think it looks too cheap, particularly when it shows the dollars and cents volume of the customer's order.

We are anxious to secure information, if we can, as to how other companies are handling their acknowledgments.

L. M. CURTIS.

THE postcard is probably the objectionable feature of the method of acknowledging orders used by the Hood Rubber Products Company. The message itself is entirely suitable. It provides the buyer with information which assures him that his order has been accurately entered and expresses proper appreciation and that is all that is necessary.

We are inclined to agree with the branch managers, however, concerning the use of a post-card. An individually typed letter, based on a form outline, may be a trifle more expensive, but it would seem that the slight additional cost is entirely justified by the necessity of avoiding anything which may suggest to certain people that the order is not sufficiently appreciated.—[Ed. PRINTERS' INK.

Joins L. S. Goldsmith Agency Arthur Weisenberger has joined the L. S. Goldsmith Advertising Agency, New York. He was formerly general manager of Alfred Fantl, resident buyer, New York, and secretary of the Alfred Fantl Company, Inc., foreign representative for American department stores.

Douglas Shoe Sales Sales of the W. L. Douglas Shoe Company, Brockton, Mass., for the year ended December 31, 1924, are reported at about \$10,500,000, as compared with about \$12,000,000 in the previous year.

Only One Form of Advertising by Radio

"RADIO DIGEST," CHICAGO

Editor of PRINTERS' INK:

Editor of PRINTERS INK:

At the present time there seems to be only one way of advertising by broadcasting stations and that is to own the station. The call letters and the station's name keeps the advertiser constantly before the listening public.

To venture in and try to put overbits of "educational" programs on a station schedule in the way of advertising is all wrong and must be likened to the still slides formerly used in motion patture theatres—the public will not station it. A station will soon have no listeners, for it is easy to tune out the station and pick up another.

RADIO DIGEST,

CHAS. F. SMISCH,

Editor.

H. H. Laskey with La Salle Company

Harold H. Laskey has been appointed advertising manager of The La Sale Company, St. Paul, Minn., wholesale druggist and manufacturer of Edm diligist and manufacturer of Eder toilet preparations and the Lasco park age line. He was formerly on the dis-play advertising staff of the Duluth, Minn., News Tribune.

Increase in Ward Baking Profits

The Ward Baking Corporation, New York, and subsidiaries, report na profits, after interest, depreciation as Federal taxes, of \$4,369,739, for the year ended December 27, 1924. This year ended December 27, 1924. This year ended December 28, 1924. This year ended to the year of the year

Has Para-Hex Roofing Account

The Chatfield Manufacturing Company, Cincinnati, manufacturer of Para-Hex roofing, has placed its advertising account with The Keelor-Stits Company, Cincinnati advertising agesty. Newspapers and direct mail will be used.

Burn Davis with Vanity Fair Silk Mills

Burn Davis, recently sales manager of the Juliet Lingerie Company, St. Paul, has joined the sales department of the Vanity Fair Silk Mills, Read-ing, Pa.

Advanced by Robert Smith Printing Company

Floyd Baker, who has been with the Detroit office of the Robert Smith Printing Company, Lansing, Mich., is now local manager at the Detroit office.

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Feb. A J. 25 N The largest circulation of any 35 Cent fashion magazine in America

146,308 of the best-dressed women in America pay 35 cents for each copy of

FASHIONABLE DRESS The Magazine for Milady

J. M. SHAPIRO 250 Fourth Avenue New York, N. Y. New England Reps.

DORR & CORBETT

Old South Building

Boston, Mass.

Western Reps.
BURTON R. FREER, Ltd.
People's Gas Building
Chicago, Ill.

MEMBER AUDIT BUREAU OF CIRCULATIONS

Also-Produce L. I

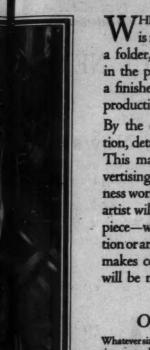




Produced on a Harris Offset Press

tration poster in its offset.

Pieces by Offset



X THETHER the artist's drawing V is reduced, in the producing of a folder, or whether it is enlarged, in the producing of a large poster, a finished offset piece is a true reproduction of the original painting. By the offset process of reproduction, detail of color blend is not lost. This makes certain that all the advertising effectiveness and attractiveness worked into the original by the artist will be retained in the finished piece-whether the piece is a reduction or an enlargement. This, in turn, makes certain that your advertising will be more productive of results.

Call in an Offset Salesman

Whatever size advertising you have ready for production—a card, a folder, a letter, a broadside, a dealer wall hanger, a window panel, or a large poster—call in the salesmen of those lithographers riear you who operate offset presses. Ask their advice.

Published in the interests of More Effective Advertising by The Herris Automatic Press Co., Cleveland, Ohio, Manafacturers of

HARRIS offset presses

tration was poster proin its true offset.

16,110,052

Lines of Paid Advertising in 1924 and over 50,000 Daily and Sunday Circulation,
Again Places the

DAYTON DAILY NEWS

Prominently Among the Leaders in the Newspaper World

The Dayton News

is always first choice in Dayton for every campaign of advertising of any consequence both local and national.

In 1924

Dayton News' Lead Over All Other Dayton Papers

In Local

Six Days Over Herald Six Days...... 675,178 Lines Seven Days Over Journal Seven Days...6,178,816 Lines

In Foreign

Six Days Over Herald Six Days...... 886,480 Lines Seven Days Over Journal Seven Days...,233,386 Lines

In Classified

Six Days Over Herald Six Days. 619,729 Lines Seven Days Over Journal Seven Days. 1,095,948 Lines

News' Gain Over 1923

 Local
 252,840 Lines

 Foreign
 23,170 Lines

 Classified
 16,170 Lines

The Dayton News with over 50,000 daily and Sunday circulation gives to the advertiser better than 90% coverage in the Dayton territory.

Practically every local as well as foreign advertiser who uses over 50,000 daily and Sunday circulation is a consistent advertiser in The Dayton Daily News.



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Answering the Parrot Buyer

Some Methods of Breaking Down the Sales Barrier Represented by the Buyer Who Always Wants to See What the Other Fellow Is Going to Do

By Merle Higley

EVERY day as thousands of salesmen start off from the home office to make their calls they meet thousands of sales objections. If they didn't have objections to meet and overcome they would be order takers, not salesmen. The manner in which each salesman meets his buyers' objections and overcomes them indicates his value to his concern and to the job of cutting down the national cost of distribution.

These sales objections range all the way from "Your price is too high" or "I do not like your president's politics" to "I am going to wait a little while and see what the Bon Ton Store across the street from me is going to do." This last excuse for not buying, which might be called "buying as a parrot talks" is very prevalent in certain lines of merchandise. The man who has to buy on the style element, who has to watch closely what his local customers are thinking and their changing buying habits, is always more likely to buy like a parrot than the man who deals in staples.

In securing information which will help salesmen to overcome this tendency to buy like a parrot, I talked to Alfred Fantl who, as resident buyer for 159 stores in the United States and with offices in every style centre in the world, is' in an excellent position to discover the advantages of buying on one's own responsibility instead of waiting to see what the other fellow is going to do. Mr. Fantl's advice to the salesman who meets the "I am going to see what the other fellow does" type of buyers' objection will provide many helpful arguments. He says: "You never find a successful

merchant or buyer waiting in the

background to see what somebody

else is going to buy or what mer-

chandising policy some competitor is going to adopt. He knows that, when all is said and done, there is only one real secret of successful merchandising—keep track of the changes in consumers' desires and needs.

"It has been said quite truly that almost every so-called bargain sale represents a mistake on the part of the buyer of the merchandise offered in this way. It may be, in the case of women's apparel, that dresses have been bought freely when all pointed to a suit season. It may be, on the other hand, that the garments offered to the public at special prices are made of the wrong materials, or that the wrong colors have been purchased. No matter what the reason for the mark down is, the fact remains that the store did not get the profit it had every right to expect.

"One of the many pitfalls in the path of the buyer of the parrot type is his belief that, because the store on the other side of the street has done well with a certain kind of merchandise, success can be had with similar goods in his store. To some extent this may be so, but it is not safe to rely too much upon it. It is little short of amazing to see the differences which really exist in the clienteles of several stores in the same city that cater to the same The wise general class of trade. buyer takes this into consideration, and studies the needs and purchasing habits of his customers with extreme care. Coupling the re-sults of this study with his knowledge of the markets, styles, trends etc., he maps out his buying with little regard to what any other buyer is doing or may do.

"No buyer can ever be 100 per cent right, but the man who makes his plans after careful consideration of the many factors that enter into successful buying irrespective of the purchasing activities of his competitors, is the man who will have the least merchandise to mark down and the fewest lost sales to worry about.

"The lost sale is a thing to be avoided by all legitimate means, yet many buyers do not fully realize its seriousness. A lost sale

means lost good-will.
"One of the serious mistakes that the imitative type of buyer has made in recent years has been to try to force an increase in his volume by means of the special sale. He has seen the buyer of similar goods for the store across the street stage frequent sales with apparent success, and he has tried the same thing himself. What he has found to his sorrow is that, while his volume swelled at first under such forcing, it began to drop slowly but surely as his steady customers were squeezed out by the crush of bargain hunters.

"The holding of frequent sales means exchanging regular customers for transients, who will trade somewhere else next time if the bargains look better. Let the imitative buyer keep this in mind before he decides to follow the lead of some competitor who has not yet seen the light. Let him also keep in mind the fact that many women have got to the point where they have lost faith in offerings of bargains and turn with relief to the store that offers up-to-the-minute, well-known merchandise at prices which give both merchant and customer a fair deal.

"A great deal was said last year about hand-to-mouth buying. This kind of buying, in general, is an extremely healthy way of doing business. It means that stocks are timely and fresh. It means that the buyer and his employerare willing to operate on a narrower margin of profit in order to increase annual turnover. It means fewer left-overs and more satisfied customers. Yet here again the imitative buyer can get into trouble

if he does not know exactly what he is doing. Many such buyers, learning of the success which others are having with small and frequent buying, carry it to dangerous extremes. They pare their stocks to the bone and keep them there. In this way they lose many sales."

The manufacturer's salesman who keeps notes of interviews with both parrot buyers and successful merchants, assembles a gold mine of information for himself, his customers and his pro-Quite freduction departments. quently the parrot type of buyer, has no imagination or ability when it comes to representing new merchandise to his sales people or to his customers. If the salesman is able to show his concrete advertising copy, pictures of window displays and counter cards, which have been used successfully by merchants of initiative in other stores of similar size, he will frequently find that, with the mer-chant's knowledge of local buying habits, he can help him work out a local sales campaign which will increase turnover.

The successful buyer knows his types of customers. The successful salesman helps him select according to these types. Right here is another opportunity to overcome the objections of the parrot buyer.

HATS FOR STOUT WOMEN

Take for example, hats for the stout woman. Manufacturers have made sailors and similar block-like styles with large head sizes. Mr. Fantl studied the head shapes and other proportions of the various types of the stout woman and took his designs to a manufacturer. When these hats were sold in a retail store, they were so suitable to the type for which they had been developed, that sixty-five were sold in the first hour.

Even though the manufacturer designs suitable hats for different types of women he has no assurance that the right hat will reach the right woman. The following experience bears this out. Mr.

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million lines more than its searest competitor in the six day field, during the year 1924.

Results are the real proof of any newspaper's pulling power — and The Call gets results.

The paper that goes home

The largest evening circulation in San Francisco

Fantl recently accompanied a psychologist on a shopping tour for a hat for herself. In the first one of three large New York stores which they visited, she tried on sixteen hats; in the next one, fourteen hats and in the third she was effectively sold the fourth model which she tried on.

Suppose, however, the sales person does not have a brown hat (the customer's color) in stock and insists that a blue is becoming. The customer wears her new hat to the next meeting of the bridge club, and her frank and earnest friends lift their evebrows and voices and ask in a chorus: "Where on earth did you get that

Blonde hats sold to brunette customers have wrecked more than one millinery buyer. Yet the hats look fine in the manufacturer's showrooms. Color fights that kill customers are costly.

Substitution selling of this sort means dissatisfaction, lost sales, returns, exchanges, markdowns, distress sales. Its root is to be found in parrot buying. If the buyer studies his types for customers according to their color harmony rather than copying competitors, his buying will be more secure and scientific. Salesmen who point out facts of this sort will find that the imitative buyer's habits can be changed.

The salesman who will consider himself a sales manager for the retailers upon whom he calls, who will furnish them with all the resale ideas he can secure from the home office or from his own experience and imagination, can dislodge the parrot buyer from his perch. If the salesman will talk in terms of more sales, instead of merely asking his prospect to buy. he will be able to prove that sales are made by initiative and originality-not by waiting to see what somebody else with totally different problems to meet, will do.

In brief, what Mr. Fantl contends is that salesmen should first of all, recognize the existence of the parrot buyer. Then they should realize that in endeavoring to sell this type of buyer, or-

dinary selling methods will not Real constructive salesmando. ship is called for. The salesman must have at his fingertips all the bad features of parrot buying, such as those mentioned by Mr. Fantl. He must be able to prove to the parrot buyer, by mentioning actual names and concrete figures, that people buy from merchants who have a personality and who employ original methods. He must convince the imitative buyer that the man who is continually waiting to see what the Bon Ton Store across the street is going to do, will, eventually, find most of his customers going there. Finally he must suggest and actuoutline individual selling methods.

These are not easy things to accomplish. They call for a high type of salesmanship. But they are the only way of answering the parrot buyer-and since his number is legion, salesmen would do well to give the problem their best thought and effort.

Newspaper Campaign for Buffalo Clothing Store

The Kleinhans Company, Buffalo, a retail men's clothing store, plans a nine-week newspaper campaign starting March 1 in forty-three cities of Western New York and Northwestern Pensylvania. A similar campaign will be conducted in the fall. This advertising will be directed by the Finley H. Greene Advertising Agency, also of Buffalo. The Kleinhans Company, Buffalo, a

W. S. Grathwohl Leaves S. C. Theis

W. S. Grathwohl, for many years Chicago manager for the S. C. Theis Company, publishers' representative, has resigned to become merchandise and advertising manager for the Grathwohl Stores, Chicago and LaGrange, Ill, ladies' wearing apparel.

Savage Arms Earnings Increase

The Savage Arms Company, Utica, N. Y., reports net profits of \$693,799, for the year ended December 31, 1924 after depreciation, taxes, etc. This compares with \$404,044 for 1923.

Joins Walker & Company Staff J. Milford Jones, recently advertising manager of the J. B. Sperry Company, Port Huron, Mich., has joined the sales staff of Walker & Company, outdoor advertising, Detroit, Mich. ot

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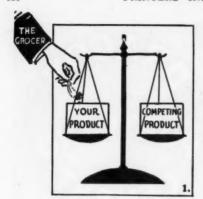
On the Job

"Ing-Rich" Signs have been on the job for more than a quarter century—on the job, the world around, in pelting rain and blistering heat. Their colors of solid porcelain (fused into steel) never fade. Their durability is phenomenal, their economy surprising.

May we send you—free of all obligation—a miniature "Ing-Rich" Sign and a catalogue in colors? A postcard will bring you both.

Ingram-Richardson
Manufacturing Company
College Hill Beaver Falls, Pa.

ING-RICH SIGNS





When the Groceps —Is it for your producor

Drop a feather on either side of an evenly balanced scale. Down goes the side with the feather on it.

A feather isn't much—so light you can hardly feel it. Yet its weight is enough to tip the scale.

Sometimes you may reason, pessimistically, that the grocer will not give all the weight of his influence to any product. But when the customer is willing to accept any

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one of several well-known products in a line, how little it takes to tip the scale.

A casual word from the grocer, a window display, a few packages on the counter—a feather's weight of influence if you like. But it makes the sale.

Advertise to grocers and jobbers. We have 50,000 of them ready to listen if you have a worthwhile story to tell them.



MPANY, 912 BROADWAY, NEW YORK

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With these 2 newspapers



Morning and Evening —for 10 cents a line

IN 97 out of every 100 homes in New Bedford somebody reads either the Morning Mercury or the Evening Standard. These newspapers furnish an advertising medium of unrivaled coverage in the fourth largest buying center in Massachusetts.

Whether you use the Standard-Mercury for a test campaign or as a vital link in your sales plans for New England, you'll get results. Our service department for national advertisers is maintained for that purpose.

NEW BEDFORD STANDARD MERCURY

The President of Cadillac Shows How to Handle Complaints

H. H. Rice Turns a Complaint into an Asset and Then Passes It On for the Benefit of His Organization

THERE are three angles to the consumer's complaint. are: What happens to it when it comes into the office, how it is the answer.

Recently, a letter was mailed by a local Cadillac dealer in which he called attention to an interesting complaint and an answer which was followed through to build morale throughout the entire organization.

Here is the letter of complaint which was sent to the Cadillac

company:

I am writing this letter merely to express an opinion. I know that my humble opinion, right or wrong, could have no effect on a company as big as the Cadillac Motor Car Company or an organization as large as the General

Motors.

I am the owner of a V-63 five pas-senger sedan purchased in September, 1923. On account of the actions of the Some of the actions of the actions of the Cadillac Motor Car Company during the past year my personal ideas of the prestige and the ideals of the Cadillac Motor Car Company have dropped many pegs. Many people have expected such divisions of the General Motors as the Oakland to change models frequently and bring out new models, such as steel body sedans and coaches, in the middle of the season. Certainly very few of them expected Cadillac to enter this form of competition. I do not think that the term "Standard of the World" will apply to your present production considering the manner in which the models are being manner in which the models are being

juggled. When I purchased my car, I considered, with the assurance of your past records, having a permanent in ment. Your action in juggling ment. Your action in juggin models, in bringing out the steel bodies and coaches would make a purchase of a Cadillac car at this time more of a gamble than a purchase with assurance. Purchasers of Cadillacs in the past have had the assurance that they were backed up by a company that was noted

for being conservative and standardized.
"Craftsmanship a creed and accuracy
a law," is a wonderful slogan. Can you a law," is a wonderful slogan. Can you build a coach at the same price as a touring car and carry out this slogan? If so, we purchasers of the so-called sedans of a year ago are being robbed. I cannot personally see how the Cadillac Motor Company can enter in the common class of competition of "dog set dog" and some set of the common class. eat dog" and come out of it with their

high-class reputation as "Standard of the World."

In many companies such a letter would have received a short acknowledgment from some department head or minor official, with perhaps a booklet on new models. Handled in the ordinary way, the customer would have felt that his particular complaint was not thought worthy of im-

portance by a great corporation. In this case, it happened that the Cadillac company paid far more attention to the individual complaint than a much smaller company might have done. The disgruntled customer received a letter from the president of the company, who went into great detail on every phase of this com-plaint. The letter follows:

"Please let me assure you that you are mistaken in feeling that your opinion may have no in-fluence upon the Cadillac Motor Car Company or the General

Motors Corporation.

"We welcome cordially such expressions of opinion because it gives us the opportunity to get the sentiment of the public both as to the sort of car they would like to have us build and also their reaction on the things we do in trying to meet their wishes. If we do not always do so, it is not due to any lack or desire on our part, but rather to the unavoidable conflict of opinions which makes it impossible to meet fully the ideas of everyone.

"Your criticism arises evidently because of our having changed models frequently and because we have brought out such body designs as our standard jobs and coaches along with the new

custom line.

"If all our clientele were not benefited by the building of these various body styles, the object of it would have been lost, and, if by what we have done we have allowed you or any others of our friends to feel that we cannot properly apply the 'Standard of the World' to our present production, then we have indeed failed in what we have tried to

"First, let me point out that every Cadillac chassis is identical with every other chassis with the one exception of a longer wheel base on the larger custom-line jobs, and in the case of the two-passenger custom job that is mounted on the shorter wheel base which carries the standard bodies.

"We do not know when an engine is built what chassis it is going into, and we do not know what body is to be fitted on the chassis except for the difference of the two chassis lengths.

"Now in the case of the bodies. we are trying to accomplish something for the good of all of our customers. If we were to build custom bodies alone at the price which we would necessarily have to ask in the quantity custom jobs which will be taken through the country, we would have to add several thousand dollars to the the price-not because bodies would cost more but because of the overhead and cost of tools on the smaller number of chassis, the expense and cost per car, etc., etc., with all of which things as a manufacturer yourself you are familiar.

"But making, as we do, chassis for a very large number of cars as compared with what we would do if we made only the one custom line, we are able to offer a really custom job at only a little more than the price of our standard line. By building our standard line in larger quantities, we are able to make very low figures for cars which are equal and in many respects superior to anything which Cadillac has ever built before.

"In these jobs we use steel, not because it is intrinsically less expensive than aluminum, but because in large quantities we can afford to pay the expense of tools for making the steel paneled bodies. Aluminum is used for the

custom jobs because we do not make so many alike, and it is a saving in expense to make the tool equipment less complete and use wooden forms for bending. The more recent developments in the manufacture of steel paneled bodies has enabled the Fisher Body Company to give us a steel seven-passenger body only twenty pounds greater shipping weight than our custom surburban.

"We do, of course, in our custom jobs give more exclusiveness, a wider choice of fabrics, paint, greater luxury, etc., and these are things which cost money and people sometimes think they are out of proportion to their worth, while on the other hand many people are glad to spend large amounts for just this thing.

"That we have succeeded in doing so to a considerable extent is proved by many things—notably the price of the used Cadillacs when sold for cash in the market. When cash prices are compared, Cadillac stands pre-eminent so that as someone has said, 'Its resale value is the envy of the industry,' which I think is a very definite proof of the value which we have been able to give to you and our other customers."

The value of this sort of answer was indicated by the following reply which Cadillac received:

I thank you for your letter of December 17, which answers mine of December 8 most completely and very satisfactorily. Your consideration in giving me so much detail regarding your production and policies has materially changed my attitude toward the Cadillac Motor Car Company.

Then, realizing that this particular customer may have echoed the sentiment of others, and that local distributors would like to know how this complaint was handled at the home office, Mr. Rice saw to it that every distributor was told just how this complaint had been answered by reproducing the complaining letter and his reply in the factory house magazine which is sent to all distributors. As the distributor who sent me the letter pointed out, not only did Mr. Rice take the trouble to explain fully a puzzling matter,

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QUALITY RELAYING RAILS SERVICE

30% to 50%

below price of new rails.

New Rails

Bolts Nuts

Shipped subject to inspection New Rails and approval at destination. Frogs Switches

1 Ton or 1000 Bolts Nuts

L. B. FOSTER CO., Inc.

25,000 Tons in Stock

HAT a company other than a manufacturer can use trade paper advertising to advantage-even though conditions limit his markets—has been proven by the results achieved by L. B. Foster Company since we secured the account a short 24 months ago.

The nature of the product, and the distinctive handling of the messages, make Foster advertising stand out as one of the most unique campaigns in the annals of trade journalism.

LAND, INC. BISSELL

Advertising and Merchandising

337 SECOND AVENUE - PITTSBURGH, PA

Feb.

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but he used the incident to tell the whole organization some of the reasons for his firm's policies. Few policies build up the morale of an organization more than that of telling the men in the ranks why certain things are done.

E. V. Rippingille with Dayton Laboratories

E. V. Rippingille has been appointed general sales manager of the automotive division of the Dayton Engineering Laboratories Company. He was formorly with the sales and service departments of the Hudson Motor Car Company, and more recently has acted as a manufacturers' representative in Detroit territory. troit territory.

New Accounts for Turner-Wagener

The Signal Electric Manufacturing Company, Menominee, Mich., the Gordon Motor Crib Company, Chicago, and the Marshall Furnace Company, Marshall, Mich., have placed their advertising accounts with the Turner-Wagener Company, Chicago advertising agency.

Cudahy Packing Company Sales Increase

The Cudahy Packing Company, Chicago, reports total sales for the fiscal year ended November 1, 1924, of \$203,750,000 as compared with \$190,289,000 for the fiscal year ended October 27, 1923. This is a gain of \$13,461,000. Net profits were \$3,352,220 for 1924, against \$2,010,198 for the previous year.

Made Vice-President of National City Bank

Lee E. Olwell, who has been assistant to C. E. Mitchell, president of the National City Bank, New York, has been made a vice-president. He was at one time vice-president and sales manager of the Chalmers Motor Car Company, Detroit.

Joins New York "Daily Mirror"

P. S. Dennis, formerly Western automobile representative for The Condé Nast Publications, Inc., New York, has joined the advertising staff of the New York Daily Mirror. He will cover automobile advertising.

J. J. Mitchell, for the last year and a half in charge of real estate advertising for the New York Telegram and Evening Moil has been given charge of theatrical, art gallery and restaurant advertising.

J. Singleton Brower will succeed Mr. Mitchell in the real estate department.

partment.

Making Government Research Most Helpful to Industry

UNITED STATES DEPARTMENT OF

ONTED STATES DEPARTMENT OF AGRICULTURE EXTENSION SERVICE, WASHINGTON, D. C. Editor of PRINTERS' INK:

The members of our force have all read with interest and much appreciation the article prepared by Mr. True which appeared in the December PRINTERS'

appeared in the December appeared in the December Ink MONTHLY.

We all have a very high opinion of both PRINTERS' INK and PRINTERS' INK MONTHLY and are proud to feel that our work is sufficiently good to attract your favorable attention. It is inspiring to us in our work of making future exhibits better and more helpful to industry as well as agriculture at large.

JOSEPH W. HISCOX, Chief, Office of Exhibits

LMOST every department at Washington is doing work which is of real value to industry, if industrial leaders knew about it. No less than ten divisions of the Government, for example, are making and using exhibits for various purposes. Many of the things they have discovered as to the value of motion and light to make people look and act, who are hard to reach in any other way, are of great value to every man interested in sales and advertising. This was pointed out in the article to which Mr. Hiscox refers.

In order to make Government research available as quickly as possible to executives in companies which advertise, PRINTERS' INK has a special staff representative at Washington who is in constant touch with the various departments and bureaus. It is gratifying to learn from the Chief of the Office of Exhibits that this service has a double value since it both serves the manufacturer the Government inspires bureaus to strive to make all exhibits helpful to industry generally as well as to the specific purpose for which they were prepared.—[Ed. PRINTERS' INK.

Seed Account with Toledo

Agency The A. C. Hoyt Seed Company, Fos-toria, Ohio, has placed its advertising account with The Campbell Advertising Service, Toledo, Ohio.

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Paid Omaha Circulation of the Daily World-Herald Has Passed the 50,000 Mark—

The World-Herald has passed another milestone. In the first two weeks of February '25, the paid circulation of the World-Herald in Omaha (not including Council Bluffs) averaged

50,318 Daily and 46,364 Sunday

There are 50,500 families in Omaha, and 1,260 of these do not read English, so you will note the World-Herald is giving practically complete coverage in Omaha.

The detailed paid circulation of the World-Herald for the first two weeks of February was as follows—

*City 54,414	50,682
Suburban 14,174	14,123
Country 38,317	40,375
Total Paid 106,905	105,180
*Includes Council Bluffs 4,096	4,318

OMAHA WORLD-HERALD

O'MARA & ORMSBEE, INC.

National Representatives

New York

Detroit

Chicago

San Francisco

The any read city.

buy

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Sello A Sello A Sello A

During the first seven weeks of this year The Press published more separate ads and more total space for Cleveland radio dealers than any other newspaper—daily, or Sunday!

Your local dealer knows that Radio advertising in The Press brings best and quickest results, at least cost per sale. Do as he does, and Sell Cleveland!

The Drees S A Scripps-Howard Newspaper

National Representatives; ALLIED NEWSPAPERS, Inc.

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ertisers!

The Press is Cleveland's leading contact between any class advertising and every class home. It is read by 95% of the English speaking people in the city. It goes into ten in every thirteen of the homes therein. Every day 37,737 more Cleveland people buy it than buy any other newspaper. There is no better way to sell radio instruments, parts and accessories to Cleveland people than thru The Press.



² Vanderbilt Ave., New York, Chicago, Cleveland, San Francisco

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The BOOT and SHOE RECORDER

Loudspeaker June

FOR more than forty years the Boot and Shoe Recorder has been broadcasting the message of the manufacturer of shoes and other products used in shoe stores to the worth-while shoe merchants of the country.

In that time the Boot and Shoe Recorder has played an increasingly important part in the retail shoe industry of the country. Measured entirely by the yardstick of service to the shoe merchant and the manufacturers of shoes, findings, hosiery, fixtures, typewriters and a score of other products, the Boot and Shoe Recorder is an indispensable factor in the distribution and merchandising of products bought by the retail shoe merchant.

Broadcast your story to the more than 11,500 modern, progressive shoe merchants who buy, read, and are influenced by, the Boot and Shoe Recorder. They will be favorably disposed toward the product you advertise.

The Boot and Shoe Recorder, 207 South Street, Boston, Massachusetts.

> In Every Good Shoe Store The Recorder is a Factor

Member: ABC-ABP

5, 1925

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Abuse of Presidential Endorsement

KONDON MANUFACTURING COMPANY

KONDON MANUPACTURING COMPANY MINNEAPOLIS, MINN., FEB. 18, 1925.

Editor of PRINTERS' INK:

I have been a subscriber to PRINTERS' INK for thirty years and to PRINTERS' INK MONTHLY ever since it started.

I took home the February 12 copy and read it last evening. I noted your editorial, "Hands Off the President." Good stuff. The enclosed advertisement was in our Minneapolis Tribune a few days ago and I would like to have you tell me how the advertiser can set away

days ago and I would like to have you tell me how the advertiser can get away with this kind of stuff, using our President's name as he has been and is doing. In this morning's Tribune I cut out another advertisement of this company, though smaller size, still using the President's name, as well as that of Dr. Evans, Brigadier-General Fries and Lt.-Col. Gilchrist, Chief of the United States Army. States Army

What little I can find out about this What little I can find out about this product is, it seems to me, that it is not at all up to the standards of these advertisements. I have talked to several doctors and they say it is dangerous on account of overdoses; gives people head-aches, cannot be used on children; when you have used it and go out into the air and breathe the fresh air of course the chlorine is all gone.

chlorine is all gone.

I have written the Associated Advertising Clubs of the World, as well as The Proprietary Association of America.

I should like to know if you have any information whether these people really do have a right to run that kind of advertisement. There are a lot of us whether have a six order enough the six when have here in the cold remeth, but in the cold remeth. who have been in the cold-remedy business for a quarter of a century, or more, and have stood the test of time and our products are good products and legiti-mate, but we never have resorted to this kind of advertising; in fact, we couldn't do it.

KONDON MANUFACTURING COMPANY.
T. N. KENYON,
Sole Owner.

THE advertisement which our correspondent sent is for a chlorine preparation for colds. Much of the copy consists of extracts from newspaper and magazine articles telling of the experi-ments of the War Department in giving chlorine gas for colds. One of the extracts relates the experience of President Coolidge in taking these treatments. He is quoted as recommending the treatment to a clergyman friend. This particular extract is headed with this caption in heavy type: "'Take a Chlorine Treatment,' - President Coolidge."

We, of course, know nothing of

the merit of the product adver-tised, but we do know that the company is adopting the wrong means of advertising it. President Coolidge suggested that a friend try the War Department's treatment for colds, he, of course, had no intention of recommending a proprietary prepara-The use of his name in this tion. advertisement is, therefore, an unwarranted assumption. Even though the President did satisfactorily use a proprietary article, the use of this fact as a commercial testimonial is a step beyond the bounds of good taste.—[Ed. Printers' Ink.

Start Publishers Representative Business

F. R. Jones and Lewis P. Sale have formed a partnership to be known as Jones & Sale and have opened offices at Chicago as publishers' representatives. Mr. Jones was previously Western manager for the American Garage & Auto Dealer and La Hacienda, both of Buffalo, N. Y. Mr. Sale was associated with the Class Journal Company, New York. for about twelve years.

York, for about twelve years.
Jones & Sale will represent the following publications: La Hacienda, American Garage & Auto Dealer, the Electragist, Oil Age, and Mining & Metal-

Kansas City Publishers Form Association

The Kansas City Newspaper Publishers' Association is the name of a new organization which has been formed new organization which has been formed at Kansas City, Mo. W. Laurence Dickey of the Journal-Post is chair-man, Earl McCollum of the Star is secretary and George N. Neff of the Drovers Telegram is treasurer. W. A. Bailey of the Kansas City, Kans., Kan-sun is vice-chairman.

Great Neck, N. Y., "News" Starts Publication

The first issue of the Great Neck, N. Y., News, a weekly newspaper will be published on March 13 by the Great Neck Publishing Corporation. H. W. Neck Publishing Corporation. H. W. Lanigan is editor. Albert McCool is advertising manager.

E. D. Odell to Join "Needlecraft Magazine"

Eliott D. Odell, recently with the Brewster Publications, Inc., New York, has been appointed Eastern advertising manager of Needlecraft Magasine, also of New York. This change of position becomes effective March 1.

Feb.

Service That Is Complete

Wells-Treister Co., Inc. New York, Feb. 20, 1925. Editor of Printers' Ink:

We appreciate very much your kind efforts—and particularly the completeness of the information you compiled

ness of the information you compiled for us, in answer to our questions.

You have been very helpful to us in reaching a final decision—which, needless to state, was wholly guided by the information and advice you tendered. It is no wonder that PRINTERS' INK is regarded as head and shoulders above all other mediums in this class. The service you render to your readers is superlative, to say the least.

WELLS-TREISTER COMPANY, INC.

Dahlens' Letter Shop Formed at Minneapolis

Edward R. Dahlen and O. H. Dahlen have formed a new business at Minneapolis to be conducted under the firm name of Dahlens' Letter Shop. The partners were formerly associated with the Krieg Letter Company, which has been discontinued.

Appoints Hamilton-Delisser

The Doylestown, Pa., Intelligencer has appointed Hamilton-Delisser, Inc., New York, publishers' representative, New York, publishers' representative, as its national advertising representative

Traction Advertiser Makes Plea to Motorists

The Philadelphia Rapid Transit Company, after a sleet and snow storm, used newspaper advertising to appeal to automobilists to help keep traffic open. The copy pointed out that four out of five of the 461 serious interruptions in service within four days after the storm were due to stalled automobiles or other vehicles. It told how 1,100 employees kept the service moving, how 90 per cent of all the people going downtown to the business section use the trolley cars and that it is only fair to ask for the help of reasonable motorists.

K. W. Vance Joins Campbell-Ewald

The Campbell-Ewald Company, Detroit advertising agency, has appointed K. W. Vance a member of its copy staff. He was formerly assistant advertising manager of the Paige-Detroit Motor Car Company.

W. B. Phillips Dead

William B Phillips, secretary of the Louisville, Ky., Courier-Journal and the Times, died on February 15. He was sixty-eight years old and had been in the service of these newspapers for fifty-two years. Prior to his appointment as two years. Prior to his appointment as secretary Mr. Phillips was advertising manager.

made by GRAMMES

At the 24th Exhibition of the Atlantic Seaboard Hardware Assoc., in Philadelphia last week visitors were given this Grammes product.

Experience permits Grammes (manufacturers for fifty years)—to make "anniversary" tokens.



Two-Tone Metallic Paper Weight

BAY EZIMMERMAN MANAGEMENT

1875 - Our Fiftieth Year - 1925

ENOS & SONS

463 Union St. ALLENTOWN, PA:

N. Y. Office, 3412 Woolworth Bldg. Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties

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Mines Down? Miners Idle?

"Apply for Work in GARY, Ind."

Says the United States Steel Corporation in recent dispatches.

This corporation now employs more than 30,000 men in Gary alone—and is evidently looking for more.

New \$23,000,000 tube mills in operation—steel mills running full blast—Universal Portland Cement plant to be DOUBLED (largest producer in the world right now!)—a second lake harbor to be built in Gary—one million dollars being spent for new churches, a million more for lodge and theater buildings!

"Get In On" This Live, Quick-Buying Market

Through

GARY IS BOOMING!

Payroll over \$40,000,000.00 annually—are you getting your share?

THE GARY POST-TRIBUNE

GARY'S ONLY DAILY NEWSPAPER

Circulation More than 14,500 A.B.C.

NOTE—Gary's population has increased from 55,000 in 1920 to over 80,000 at present!

Western Offices Knill-Burke, Inc. 122 South Michigan Ave., Chicago Eastern Offices Knill-Burke, Inc. Brokaw Bldg., N. Y. C.

How Manufacturers Can Compete with Prison-Made Goods

Nearly Fifty Industries Losing Sales to This \$100,000,000 Competitor

п

By John Allen Murphy

THE first instalment of this series appeared in the February 12 issue of PRINTERS' INK. It was devoted largely to the statistical side of the present status of prison labor in the United States. In this second, and concluding instalment, the remedy will be considered.

In giving thought to this matter it should be conceded, at the outset, that prisoners must be reg-ularly employed. Continued idle-ness is utterly demoralizing, not only for a prisoner, but for a free man. It is only in modern times that penologists have come to recognize this fact. Perhaps a better way of stating it would be to say that it is only in recent times that the science of penology has been developed. Even up to a hundred years ago, there was no or-ganized penitentiary system. Convicts were treated with unbelievable cruelty. They were housed like cattle, but without any of the comforts and sanitary equipment with which the modern farmer surrounds his livestock. They slept on straw and lived in abominable squalor and in devastating In many cases, their idleness. were dungeons, quarters which little or no light ever penetrated. Connecticut, for instance, from the year 1773 to 1827 used an abandoned copper mine as a State prison.

Gradually, reforms were introduced. Housing improved with the development of prison architecture. After a time, a more constructive system of discipline was started with the result that the morale of the prisoners improved. But the greatest betterment of all came when convicts were given regular

employment.

The fact that convicts should work is now accepted by practi-,

cally everyone. But just how they should work, at what they should work and under what system they should operate, still remains an open question. The original prisons in this country were privately owned. The State paid a small sum to a private individual to guard the prisoner and to care for him. If the guardian could make any profit out of the work of his charge that was his affair. So many abuses grew out of this system that the public finally demanded that the State should care for its felons. Out of this demand has grown the ramified penitentiary system that exists today.

has grown the training tiary system that exists today.

All penitentiaries offer some kind of employment to their wards. The six systems of labor in vogue in these institutions were described in the previous article. The contract, piece-price, publicaccount and lease systems are the four systems under criticism from the viewpoint of these articles.

Under these systems, goods are manufactured by convicts and sold in the open market in competition with the products of free labor. The lease system is the worst of the lot. However, this system is now used so little that it is relatively unimportant. It may be disregarded in this analysis.

The contract system is more important. In 1923, of all convicts employed at productive labor, 12 per cent were working under this plan. The system has been severely criticized because it is supposed to be the cause of most of the ills that have arisen from the selling of prison-made merchandise. Many claim that the system is just as vicious as the plan of having prisons privately owned.

On the other hand there is something to be said in favor of the (Continued on page 149)

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There Is No Substitute

for

BUYERS

Buyers read the Los Angeles Times.

They always have.

First in its field in every class of advertising.

The only Los Angeles newspaper to show a gain in national advertising for 1924 over 1923.

There is only one way to reach The Times' buyers and that is through the

Los Angeles Times

Eastern Representative:

WILLIAMS, LAWRENCE & CRESMER CO.

225 Fifth Avenue, New York 360 N. Michigan Avenue, Chicago

SHOUT?.

Typography is the vocal chord of an advertisement.

The merchant-advertiser cannot afford to shout. His message must be heard near and far, but without extravagance in type or claim.

Poor typography—careless type work—with headlines ever so big—only results in a shout.

A shout does not sell goods, because it offends the buyer.



We are organized experts in typography. Each one of us has the knowledge and equipment to make advertising speak in a clear, far-reaching voice.

Membership: Advertising agencies' service company...
AD SERVICE COMPANY...THE ADVERTYPE CO., INC...FREDERIC
NELSON PHILLIPS, INC... E. M. DIAMANT TYPOGRAPHIC SERVICE
... FROST BROTHERS... TYPOGRAPHIC SERVICE COMPANY OF
NEW YORK, INC... DAVID GILDEA & CO., INC... MONTAGUE LEE
COMPANY... SUPREME AD SERVICE... TRI-ARTS PRESS, INC...
THE WOODROW PRESS.

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Y...

OF LEE Speak!...THE VOICE of advertising

THE VOICE of advertising must carry. It must speak with authority.

Speaking is not a matter of huge, black overbearing type. Speaking is not a matter of "let anybody set it, and make him set it big!" Speaking is power, clarity, readability, efficiency.

To make mere pieces of type speak one must know everything there is to know about type.

We, a group of typographers, experienced in our craft—come up to this standard.

And we are interested very much, in making your voice—your advertising—carry.

Members New York Employing Printers Association, Inc.

NEW YORK GROUP OF

Advertising Typographers of America

461 Eighth Avenue, New York City

RAGS

Many DIFFICULTIES awaited Jean Montgolfier as a paper maker. The principal one being the lack of raw material.

The Turks from whom Jean had learned the Art used cotton in making paper.

¶ Cotton, in 1157, was a rarity in Europe and could only be obtained at great expense from the Venetian merchants.

Jean studied long and arduously to find a substitute for cotton. Death prevented the successful end of his research, but he had imparted his knowledge to worthy successors, his sons, Pierre and Jean Montgolfier.

They carried on his work with such success that they discovered that not only hemp but flax and linen rags as well, made better paper than cotton, and could easily be obtained at comparatively low cost.

¶ Centuries have passed and rags have become the standard material of which good paper is made.

¶ At Vidalon only selected new rags, obtained from shirt and linen makers in which the strength of fibre is fully preserved, are used for making Canson & Montgolfier printing papers.

Canson and
461 Eighth Ave.

Montgolfier
New York City

Did lon hand-made

Papers

used by Master Printers since the 16th century

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contract system. This paragraph, taken from the International Encyclopedia, sums up the advantages of the system pretty well:

The industry is managed by experts who can buy and sell to better advantage than can the warden, who, presumably, is not so well posted. Moreover, the State is not subject to loss because of gluts in the market or because of official ignorance or duplicity. It necessitates no great investment in expensive machinery. It has furnished steady employment to the prisoners and has reduced appreciably the net cost of maintenance.

The disadvantages of the contract system, however, so far outner weigh its advantages, that the number of States using this plan is steadily decreasing. The pieceprice plan is an improvement over the contract plan inasmuch as the State exercises more supervision over its convicts. Only 6 per cent, though, of the 51,262 prisoners employed at productive labor in 1923 worked under the piece-price system.

The public-account system is a vast improvement over both the contract and piece-price systems, because under this plan the exploitation of convicts by independent manufacturers is stopped. The State takes full charge of its prisoners and gains whatever profit may come from their labor. But unfortunately, even this system cannot be given a clear bill of health. Some of the worst competition is coming from the States that are operating under this plan. It is a popular system, too, inasmuch as 26 per cent of the prison labor in 1923 was working under the public-account method.

The State-use and public-worksand-ways systems are the two
methods of employing prisoners
against which no criticism is
leveled. An increasing number of
States are adopting these systems,
particularly the State-use plan. In
1923, 37 per cent of the country's
productively employed prisoners
were State-use workers. Another
19 per cent were employed under
the public-works-and-ways system.

Why, then, is this not the solution of the question of prison com-

"It is quite useless for the Manufacturer to produce goods unless somebody shows him how to sell them."

Mr. HAROLD COX, speaking at the ordinary general meeting of Barclays Bank, Ltd., held in London.

THE man best qualified to "show him how" is the Advertising Service Agent. Fully Ninety per cent. of the Advertising of Quality Goods appearing in "Punch" is booked through Service Agents, who have proved through long years of experience the value of "Punch" for creating sales.

Ask any Advertising Service Agent about "Punch."

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80, FLEET STREET

LONDON, B.C. 4., ENG.



Dominant for 16 years in Florida's Agricultural Field

Alorida

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

Representation Wallace C. Richardson, Inc. New York John D. Ross Chicago

> George M. Kohn Atlanta

THE FLORIDA GROWER Tampa, Florida

clients

We have customers and we have clients. Our clients retain us for consultation & ideas, layout & copy on a monthly basis. Can we assist you?



CURRIER & HARFORD L'd Selective Advertising 27 Bast 31 New York Cal 6076 petition? Why not employ all convicts in making goods for State use and in working at public works and on public ways? If all prisoners were employed in this way, the competition of prison merchandise in open markets would be at once eliminated. But this is easier said than done.

In the first place, public sentiment would not favor any such proposal. People do not like to pay taxes. They expect their prison system to be largely selfsupporting. On this point, let me quote John S. Crawford, warden of the department of penal insti-tutions for Missouri. He writes:

I fear that in most places, the question of making money with which to defray expenses and carry back to the public a good report, for political purposes, stands ahead of the desire to so adjust the work they do, as will most help in their reformation.

The public does not like to pay taxes and prison managements reflecting and responding to that idea, are trying generally to make such institutions self-sustaining rather than to bring about reformation of the immates.

ormation of the inmates.

Also, if it were put to a vote, many people would favor the sale of prison-made goods in open markets. Even though they may not buy prison goods, themselves, they imagine that the offering of prison merchandise, in competition with the products of free labor, helps to keep down prices. For example, in the nine States where binder twine is manufactured, public sentiment is behind the enterprise. While it is true that prisons manufacture only about one-sixth of the twine made in the country, a considerable number of the farmers who use the 250,000,000 pounds of twine made by free labor, evidently favor having their States in competition with the free manufacturers. Prison reform. therefore, can rise no higher than the ideals of the public, from which prison management derives its authority.

In the second place, many States are not geared up so that their prisoners can be kept employed in the manufacture of goods for These States have State use. neither the facilities nor the legal authority for such operation. The

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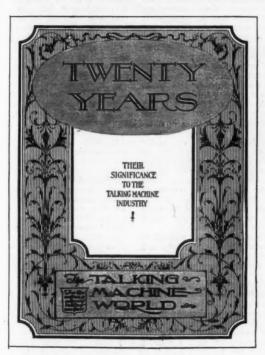
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The above is a reproduction of the booklet we have just issued. It sets forth in comprehensive manner the origin and history of "The Big Book with the Orange Cover." It is an historical resume setting forth THE TALKING MACHINE WORLD'S policy, its record of accomplishment, its attitude toward radio, the service this publication is rendering to its readers, a glance into the future—in brief a summary of the twenty year record of the leading and dominant business paper in the talking machine industry. This booklet is of considerable interest to all of those who are interested in THE TALKING MACHINE WORLD and in the field it is so effectively serving. We will be pleased to mail you a copy upon request.

EDWARD LYMAN BILL. Inc.

Publishers of Business Papers for 44 years
383 Madison Avenue, New York City

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wardens know that they are expected to keep their convicts busy and to operate their institutions with as little loss as possible. It is only natural, therefore, that prison managers try to make the kind of showing that the taxpayers expect of them.

Even under this policy there is much idleness among prisoners in this country-entirely too much idleness for the good of the convicts themselves. Several of my warden correspondents emphasize this point. Those detained in county prisons throughout this country are largely unemployed, except for occasional setting-up exercises on the rock pile. It is for this reason that authorities claim that county prisons are a great breeding place of crime. Employment systems in our Federal and military prisons also are inadequate and therefore do not work out to the fullest benefit of the prisoner.

In regular prisons, unemployment usually results from the lack The tasks of something to do. which the prisoners have to perform are not sufficient to keep them all busy. If manufacturing is done, the State sometimes does not provide funds enough to supply the necessary equipment. Sometimes, the manufacturing plant may be small, with the result that operations are on such a reduced scale that the business cannot be made to pay. The warden of the Dakota penitentiary, South example, tells me that the State's twine plant is too small. "If it were double the size, no doubt it could be made to pay running expenses," he says.

R. B. Sims, superintendent of the Arizona State Prison, writes that he does not believe it is sound economic policy for a State to use prisoners to manufacture goods in competition with free labor. But he does "favor the construction of a cement plant for the manufacture of cement by the prisoners of this institution for State use in road building, and other public works. We have here large deposits of basic materials and an abundance of labor, and the entire scheme would not interfere with free labor, and the cement could be manufactured at a considerably less figure than that now charged by the cement companies. This, I believe, would solve our problem of unemployment-as far as this State is concerned."

Clarence E. Long, superintendent of the Washington State Penitentiary, sent me a report which he evidently prepared last year and in which he states:

"At the Washington State Penitentiary at Walla Walla, Wash, with an inmate population of more than 800, we have experienced considerable difficulty in providing sufficient work for prisoners, partly by reason of the failure of the legislature to make the necessary appropriations owing to its desire to reduce all State expenses possible, and partly by reason of a considerable increase in the number of inmates received during the past year. For several months the situation has been receiving the very earnest consideration of the State Department of Business Control, directed by W. J. Hays, and the prison officials, and we expect to have prepared a constructive program for the consideration of the next legislature.

"During the winter months about one-half of all inmates were unemployed, but with the opening of the spring farming, etc., the num-ber of unemployed has been reduced, although many are kept at work by using more men for the iobs available than are needed."

That would seem to indicate that at least some of our prisons have difficulty keeping their inmates employed. That has always been one of the strongest arguments for the contract labor system. The contractor would keep the convicts steadily at work, regardless of what else he did. This took a big from responsibility the When the State engages in manufacture on its own account and assumes the burden of selling the goods it makes, it also assumes the risks of regular business. It may not be able to find a market for all it produces, with the re-(Continued on page 157)

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6, 1925

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large bed capacity of

A Few of the Rep-

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resentative Hospitals:

St. Francis Hospital 500 Hartford, Conn.

Chicago, III.
St. Mary's Hospital....509
Rochester, N. Y.
Creighton Memorial, St.

St. Vincent's Hospital .. 400

Mercy Hospital 560

St. Francis Hospital 600

Providence Hospital 300

St. Joseph's Hospital...350 Memphis, Tenn.

Portland, Ore. St. Vincent's Maternity

Hospital Philadelphia, Pa.

Pittsburgh, Pa.

Pittsburgh, Pa.

Washington, D. C.

Joseph's Hospital ... 400

Mercy Hospital

Omaha, Nebr.

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Their Buying Guide

The sales influence of advertising in HOSPITAL PROGRESS. the Official Magazine of the Catholic Hospital Association, is due to the positive reader interest on the part of the Mother Superiors and Sisters who control and manage the Catholic Hospi-They have a large purtals. chasing power and the advertising pages of HOSPITAL PROG-RESS are used as their buying guide.

The Bruce Publishing Company Established 1891

Home Office 129 Michigan St., Milwaukee, Wis.

Eastern Office 30 Church St., New York, N. Y.

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The Sales Manager and Selling Costs

SELLING costs! At once the sales manager's opportunity and his responsibility.

Cutting selling costs is a great deal more than a matter of cutting expense figures. Some of the biggest sales expenses don't show up that way on paper.

What about the cost of salesman turnover? How about accounts lost through shoddy sales methods? And what can you do to eliminate time and effort lost by salesmen who have been disgruntled by some action of their sales manager, a letter, perhaps?

Better management means lowered selling costs! Take the articles in March PRINTERS' INK MONTHLY, for instance.

In this issue you will find A. H. Deute, General Sales Manager of the Borden Company, a man with experience in managing salesmen on both Coasts, writing on "The Sales Manager's Part in Cutting Selling Costs." He points his finger to some overlooked opportunities for the sales executives and uncovers some none too obvious defects in the average sales policy.

J. J. Witherspoon, the pen name of a nationally known sales executive, in "Getting the New Salesman Off on the Right Foot," shows how teaching the cub salesman to travel is often more important in the beginning than teaching him how to sell. Do your cubs know the rudiments of traveling in a sleeping car? Do they understand the rules of good health for salesmen? Simple points, yes. But mighty important—as this article shows.

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nd nHarry T. Bussman, Vice-President of the Bussman Manufacturing Company, takes up the old problem of sales arguments in "What Are Your Salesmen Saying?" It's an old problem, but Mr. Bussman has given his solution some new twists.

"Taking the Bunk Out of Quota Letters," by Charles G. Muller, and "When You Write the Salesmen about Expense Accounts," by L. E. DeGroat of the Capitol Brass Works, are two articles that deal with the kind of letters the salesman ought to receive—not the kind he too often does receive.

The March PRINTERS' INK MONTHLY is rich in sales material. It is also rich in material dealing with that other important phase of the sales executive's job—advertising.

I Don't WANT MY SALESMEN TO USE SELLING TRICKS.

Do You Make Booklets on a Footage Basis?

FOUR BASIC WAYS TO HANDLE A DIFFICULT TRADE NAME.

THE 1925 DEALER HOUSE-ORGAN-WHAT GOES INTO IT?

WHAT PRICE ADVERTISING GLORY?

SWAT 'EM HARD VS. SEDUCTION IN COPY.

Making the Newspaper Advertisement Stand Out on the Page.

Making the Small Appropriation Do a 100 Per Cent Job.

There are a dozen other articles of the same helpful, practical type in the March Monthly. Read them and you'll understand why the Monthly has become the reading choice of the sagacious advertising and sales executive and the buying choice of the wise space buyer who wants to reach a market which represents the buying power of the important companies advertising nationally today.

PRINTERS' INK MONTHLY

185 Madison Avenue

New York

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One factor that makes fast mail service possible is the mail-sorter's wrist. In the railway mail cars, the mail is sorted and re-sorted, into sacks and pouches, to save time that would otherwise be lost at terminal post offices.



The Mail-Sorter's Wrist

Is its strength used for your profit - or at your expense?

THE strong wrist you see above wasn't developed by gymnastics. It got that way sorting envelopes - among them your envelopes.

The man who sorts your mail on the rails is a fast worker. Sacks and pouches are received at terminals-at stops along the route—and at non-stops, via the mail-catcher arm. Throughout the train's run, an unending stream keeps pouring in. Your envelopes must be sorted, bundled, and "sacked" before they leavethemail-car. There is always plenty to be handled—and often more. It makes no difference how much more. The work must meet the train's schedule. The train doesn't slow down—the mail-sorter The speeds up.

That strong wrist works faster than ever. The sorter picks up a bundle, and reads at a quick glance the address on the top envelope. Perhaps the sack for that state or city is ten feet to right or left of where he stands. Does he walk down the line to that farthermost sack? He does not. He uses his wrist—not his feet.

Sometimes an envelope catapults into an almost empty mail sack. It lodges part way down. Perhaps the next arrival is a bulky Sunday newspaper, a can ofheavy liquid, or some other sledge-hammer missile. Half way down the sack it meets your envelope and speeds it along. If it happens to be a light, filmsy envelope, imagine how its contents will fare.

Each time your mail is sorted in the post-office and in the railway mail car, it is tied, and re-tied in bundles. You have received envelopes that were too large for their contents, and have noticed that they have been folded over on them-selves. When these envelopes were of flimsy paper, did you notice how their edges were cut into by the cord the mailsorter uses

Ur cle Sam is mighty particular how your mail is handled. Yet how could any-one sort, bundle and distribute hundreds of pieces of mail an hour without that cord cutting into fragile envelopes that stick out beyond the others in the bundle?

Mailing valuable papers and costly catalogs in cheaply made envelopes is as risky as sending cash in unregistered letters. They may arrive, but you are taking long chances. The safe way is to entrust your papers to Improved Columbian Clasp Envelopes.

The Improved Columbian Clasp Envelope is of pure Jute stock, one of the strongest papers that can be used for the purpose. It has ample strength to resist the strains it will meet; it is heavy enough to protect its contents.

Improved Columbian Clasp Envelopes come in thirty-one useful sizes. Good stationers carry and recommend them. If you should have trouble finding them, write the General Offices of the United States Envelope Company, at Springfield, Mass.



This is the sturdy Improved Columbian Clasp, of high grade Jute paper, exceedingly tough and strong.

Improved COLUMBIAN CLASP ENVELOPES are made by the world's largest producers of envelopes, the United States Envelope Company.

Division Lecation Worcester, Mass

B. Logan, Swift & Brigham Envelope Co.
White, Corbin & Co.
Plimpton Manufacturing Co.
8s.
National Envelope Co.
8s.
Whiteomb Envelope Co.
6s.
Whiteomb Envelope Co.
Cal.
Monarch Envelope Co.
Facili States Envelope Co.
Monarch Envelope Co.
Monarch Envelope Co. Rockville, Conn. Hartford, Conn. Springfield, Mass. Waukegan, Ill. Springfield, Mass. Worcester, Mass. Indianapolis, Ind. San Francisco, Ca Philadelphia, Pa.

Send your inquiries to the United States Envelope Company, Springfield, Mass., and you will be referred to a nearby distributor.

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sult that it cannot give steady employment to all its wards.

It can be seen, therefore, that the question of prison labor is extremely complicated. It would take a far wiser head than mine to decide just what the policy of our State prisons should be with regard to the employment of convicts. In fact, it would be impossible to put a uniform policy into force. After investigating this subject for several months, I am convinced that there are good reasons for the existence of the six systems of convict labor and that it will be a mistake for prison management the country over to try to operate a uniform system. This fact was brought out in an epistolary duel which I had with James A. Johnston, warden of California's famous prison at San Quentin. Mr. Johnston says:

The modern tendency, which is humanitarian, is to give prisoners work that will help in their reform. When you say 'rather than give them work for the mere sake of keeping them busy turning out a product that the State can sell, I gather that perhaps you feel that having them make articles that the State can sell may not be consistent with efforts to reformation. If my surmise is correct then I may not be in agreement with you. The modern tendency is away from the forms of labor that merely keep men busy, such as the old tread mill idea. The modern tendency is also away from keeping men busy at making things that the State can sell unless in the making of such things men learn habits of industry and something about a trade that they may follow after release.

"However, you must remember that the labor problem in a prison is difficult and perplexing. There are many angles that persons who are not familiar with both prison management and industrial enterprises may overlook. A prison warden has the usual employer and manufacturer problems plus. Generally speaking, the manufacturer who is an employer of labor selects from applicants those

The finest printed Rotogravure Section in America

San Francisco Chnonicle

National Benresentatives

Williams, Lawrence & Cresmer, 225 Fifth Avenue, New York City.

360 No. Michigan Ave, Chicago

R. J. Bidwell Co., Times Bldg., Los Angeles, Calif.

JUST as carefully as you select an artist to depict your story with brush or pen—so should you choose an engraver to reproduce this artist's work.

Photo-engraving is not merely a mechanical process of reproduction. It is an art in itself to portray the true technique of the artist, be it in wash, pen and ink, or oil.

We have always endeavored to make it an art.

Wilbar Photo-Engraving Co.

Day and Night Service 511 West 42nd Street New York City Tel. Chic. 10133-4-5

RAMSAY'S NEW BOOK



CONSTRUCTIVE MERCHANDISING

Effective Plans for Increasing Sales By Robert E. Ramsay

In Printers' Ink, Feb. 12th, Martin Hastings, Jr., says:

"Mr. Ramsay's work is of encyclopedic magnitude includes all the methods and instrumentalities that are used to move goods from the producer to the ultimate user.

"The book is built on the case system. Every point is illustrated by actual examples, in which the name of the company using the method under discussion is given.

"He went to original sources for all of his material.

"The work makes clearer than any business book I have read lately, that the advertiser who would keep his merchandising plan up to date must draw constantly on the ideas being developed in other lines."

Wish 245 illustrations, charts and diagrams, \$6.00; by mail, \$6.20.

D. APPLETON & COMPANY 35 West 32nd Street, New York whom he believes to be especially fit for the business in which he is engaged. The warden of a prison receives men pronounced unfit by society.

"A warden of a prison is next confronted with the difficulty of conducting industries through which he may inculcate habits of industry and teach trades and equip men for the making of a living, at the same time overcoming or avoiding running counter to the objections of labor and capital that may be disposed to object to the competition of the prison products with their businesses. The feeling among representatives of both labor and capital is growing better along that line, and now there are some evidences of cooperation where formerly there It is difficult to was opposition. have industries in the prison that will please everybody, but the ideal system is one that makes useful things the way that they are made outside so that the man who works in the prison will get the habit of industry and learn a trade that he may follow up when he is again free."

Much of the same testimony comes from John B. McManus, superintendent of the New Mexico State Penitentiary. He writes:

"Crime is committed in a large majority of cases by those who either will not or who do not know how to work and the industrious 'working' man will be in the minority in the penal institutions of the country.

"If this is correct, then any industry that an institution may see fit to pursue and at which the prisoners are made to work within reason, would tend toward their reformation and make them more useful citizens when released. We do not consider it so important what the work is, so long as there is something and enough to keep every able-bodied man engaged. The curse of any penal institution is idleness.

"In many of the States very little skilled labor is available among the prisoners and as almost al classes of tradesmen are needed in the conduct and upkeep of the

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\$191.91

This figure represents the average of the monthly milk and cream checks received by the subscribers to HOARD'S DAIRYMAN during an average year.

(I) Understand, please, that this amount represents the *cash money* this group of dairy farmers received from the sale of milk and cream alone.

¶ To arrive at their total income, we must add the moneys received from the sale of surplus stock, grains, hay, poultry, and other farm produce.

(I Talk about your ready money farmers; the dairy farmer is the ace in agriculture, measured by any standard.

Q One hundred twenty thousand men, representing the cream of America's greatest industry, Dairying, can be effectively reached through the columns of

HOARD'S DAIRYMAN

The National Dairy Farm Magazine

Published at

FORT ATKINSON, WISCONSIN, U. S. A.

Put Hoard's Dairyman On Your Farm Paper List

prison, a limited number can be taught useful occupations in this

"In our humble opinion the most necessary thing in our prisons today, is work—if it can be made profitable to the prisoner and the State at the same time, so much the better, but in any event work, and that always under the absolute control of the State."

If work is the great desideratum in prison management, as Mr. McManus says it is, then society should be willing to give its prisoners all the work they are able to do. Manufacturers must be willing to make this concession also. But in giving them work, we must not do so at the expense of the free laborer who has committed no crime. In other words, in order to reform the criminal, it should not be necessary to punish the free worker. The free worker is willing to let prisoners work, provided the output of their labor is not sold in unfair competition with merchandise made by regular manufacturers.

We have seen that in order to give prisoners employment, it is still necessary to sell prison goods on the outside. The States are not yet prepared, largely because of public sentiment, to absorb all the goods that convicts can manufacture. The tendency, however, is more and more toward the employment of prisoners in making goods under the State-use system. This tendency will continue and it is conceivable that, in time, all prisoners will be engaged in this way.

Many States now turn out an interesting variety of products for State consumption. For example, Arizona's prison has a flour mill in which wheat raised on the prison farms is ground. Kansas prisoners mine coal, which is sold to State institutions for \$3.50 a ton. They also make brick which is given to State institutions free of charge. The prisoners in that State make their own overalls and The Massachusetts law shirts. makes it mandatory for institutions such as insane asylums, poor

HOOPS ADVERTISING COMPANY



Walter W. Hoops
President
David C. Thomas
Vice-President

You will find here—mature experience which knows what to do; the genius to do it interestingly; the organization to execute it with speed and accuracy. Result—powerful advertising.

17th Year

9 East Huron Street Chicago, Illinois

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There's no danger of a cork com-Inere's no danger of a cork com-ing out or of leakage when the bottle or jar is sealed with an "Amerseal." Amersealed products may be carried with you in perfect may be carried with you in perfect safety whether you go by boat, rail or motor-car. The Amerseal is the perfect "seal-and-reseal" that keeps the air out and the contents in, affording perfect protection to product and consumer. The Ingram Co., manufacturers of Milkweed Cream, are among the many makers of high-grade toilet preparations that specify the Amerseal for their containers.

Amerseal for their containers.
The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to off set variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absorption. engage corresponding threads on the container, making an absolutely airtight closure easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust. The Amerseal can be profitably lithographed. Most representative members when we the

tative manufacturers who use the Amerseal for their containers take advantage of this feature. They realize the merchandising, advertising and selling value of containers having their name, trade-mark, or slogan appear in distinctive manner upon that portion of the container that first meets the eye.

Amerseal Your Product A Better "Seal-and-Reseal" Is Not Possible

AMERICAN METAL CAP COMPANY

Brooklyn New York

Branches in the following cities: Los Angeles San Francisco leveland Detroit St. Louis Seattle

Louisville



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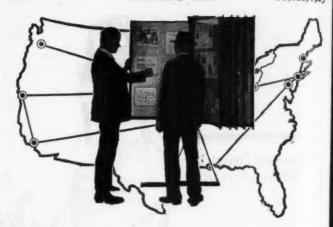
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Multiplex Will Stimulate Your Branch Office Sales

EVERY branch office should be equipped with Multiplex. A Multiplex Fixture displays to best advantage the advertising matter going out from the home office. It enables salesmen in remote branch offices to take prospects through their factory via the "photographroute." It lends itself ideally to that most effective selling plan of displaying letters of recommendation in connection with the actual installation to which they apply.

May we send our catalog or confer with you regarding the benefits you can receive from Multiplex Display Equipment? Write the nearest office.

MULTIPLEX DISPLAY FIXTURE CO.

923 North Tenth Street
St. Louis, Mo.
Branches: New York, Chicago, Minneapolis, San Francisco, Los Angeles



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farms, houses of correction, municipal institutions, and fire departments to buy from the State prison, if it can supply them. The State prison at Charleston manufactures clothing, underwear, mattresses, shoes, beds, brushes, ash cans, garbage cans, aluminumware, printing and all the automobile plates for the State. Only shoes and mattresses are sold in the open market.

Arkansas employs its 1,200 convicts on its 5,000-acre prison farm. During the winter, these men are used to clear, ditch and otherwise work on other State lands.

At one of its penitentiaries, Pennsylvania maintains a nursery, presumably for State reforestation work. It recently installed a cannery to take care of garden produce raised under the direction of the Prison Labor Division. Among other things, the State manufactures automobile license tags, hunters' license tags and dog license tags. These manufactured goods are sold to State institutions. The Prison Labor Division employs three salesmen to sell to

these institutions. Several States have prisoners manufacture automobile license plates. A few States, such as Maryland, manufacture these plates not only for their own citizens but for other States as well. In fact, this is regarded as one solution of the whole difficulty of prison competition. It is regarded as impossible for a prison to operate a factory efficiently in making goods for the use of that State alone. In most lines, the State does not use goods enough to justify heavy factory operations in its prison on only a few items of merchandise. is why some States which do operate their prisons partially under the State-use system, also use the public-account system. After supplying their own institutions, they have a surplus left over, which they sell in the open mar-

It is believed that this trouble could be overcome if each State prison would specialize in the production of some few articles and stop competing with other prisons

in the production of their specialties. With this in view, a committee of the American Prison Association, known as the Committee on Allocation of Prison Industries, has held several sectional meetings in an effort to allocate the manufacture of prisonmade articles so that they will not come in conflict with one another. According to the proposal, goods would be exchanged between States and the surplus would be sold outside when this seemed advisable. Undoubtedly, much will eventually be accomplished in this direction, but it will be a long time before this plan eliminates the injustice of prison competition.

Many States are realizing that, just as all work and no play makes Jack a dull boy, so all work and no play is likely to keep a bad man bad. Thus. we find our more up-to-date prisons giving more attention to the recreation, entertainment and education of its prisoners. These States do not care particularly to make a profit out of the work of their convicts, so long as by the reformation of the convict society will be benefited by him in the long run. Work is a vital part of the reformation of a criminal, but no less vital is play, study and entertainment.

The State of Pennsylvania is on advance ground in this respect. An official of that State told me: "We aim to develop industries in our penitentiaries which will have a real educational value." Minnesota, despite the fact that the competition it gives independent manufacturers is open to severe criticism, has accomplished wonders in the reformation of criminals. Its success is due to the progressiveness of its methods.

I am going to give space for a few sentences to George T. Jameson, warden of the South Dakota penitentiary, to tell of his educational system. He writes:

"In this institution we manufacture twine, but the big thing in the institution is the school which is conducted each day from nine to four, except for a period of thirty minutes for lunch, and two hours each evening at night

WASHING MACHINE SALES MANAGER WANTED

A LARGE, successful and well-financed Ohio Corporation, manufacturing a diverse line of products, has an opening for a sales manager who has a record of successful experience in the electric washing-machine field, to take charge of its washing-machine sales.

Only a man of proven ability will be considered.

The position offers a good salary and a real opportunity to the right man.

Inquiries will be treated in strict confidence.

In answering, please supply complete information as to qualifications, references, experience and salary required.

Address "B," Box 115, care of Printers' Ink.

school. In order to teach a man a trade it is first necessary to bring him up at least to and complete the eighth grade. This we endeavor to do here, and by the time most of our inmates have reached this point they are discharged. However, we conduct a print shop where we teach the printer's trade, not only feeding press, but setting type, etc., and have turned out a great many young men who have gone into print shops and earned a good wage."

The State of New York, however, has carried the humane treatment of prisoners further than any other State. A critical judge recently said that life at Sing Sing is one grand frolic. As a matter of fact, it is far from that, but just the same every modern influence, such as the theatre, movies, lectures, concerts, religious services and games are being used in the reformation of the State's convicts. The system has proved its own value. Speaking of this, John P. Joyce, deputy superintendent of industries, told me:

It is significant, that of the men paroled from the State Prisons, less than 10 per cent are returned for violation of parole and we take this as a very encouraging sign of our ability to relaim those who come under our jurisdiction. It being proved that they find profitable, self-sustaining employment on release in 90 per cent of the cases.

Recently, Sing Sing has come in for a lot of attention by reason of the magnificent flower garden that was started there last year. Instead of looking out on dreary walls as did prisoners in Oscar Wilde's time, the inmates of Sing Sing, in season, now look out on 2,000 rose bushes, innumerable trees and shrubs and a 469 foot herbaceous border containing, among other things, 1,000 iris plants, 1,500 peonies and more than 6,000 bulbs. The influence of that garden is bound to be far-reaching. A man who has learned to love a rose may never again break a safe. There may be occasional exceptions, of course. Just as a "man can smile and be a villain still, so can some men wear boutonnieres by day and be hi-jackers

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The Century Co.

Announces the appointment of

T. K. MCILROY

as

Advertising Director of The Century Publications

THE CENTURY
THE AMERICAN GOLFER
ST. NICHOLAS

February 16, 1925

Feb.

by night. For instance, Dion O'Bannion who' was "bumped off" in Chicago a few months ago, made his living with his gun, but ran a flower store as a hobby. Flowers worth \$50,000 were sent to his funeral. It took twenty-four automobiles and two trucks to carry them. Generally speaking, though, men who live among flowers tote spraying outfits and not guns unless they be Niagara dust guns.

In view of all this evidence showing the necessity for manufacturing in prisons, it would seem as though it will be a long time before prison competition can be entirely eliminated from open markets. There are certain steps, however, which manufacturers who are bothered with prison competition can take to minimize the seriousness of this competition. Set down in catalogue fashion, these steps are:

1. Bring every influence to bear to get the States to abandon the more objectionable systems of prison labor. Remember that prison management derives its authority from the State's citizens. Prison reforms can only advance as public opinion advances.

2. The tendency is toward State-use and public works systems of convict labor. Of all convicts productively employed in 1923, 56 per cent worked under these systems. This tendency can be accelerated, principally by getting States to co-operate in exchanging prison merchandise. Here again, public opinion should be influenced.

3. Inasmuch as it is admitted that for years to come our prisons are likely to have surplus merchandise to sell in open markets, then let the origin of these goods be clearly labelled. A "prison-made" label should be on every item of merchandise made in a penal institution. There should be national legislation making it obligatory for prison goods in interstate commerce to be so labeled.

4. After all, prison competition

INCREASED LINEAGE

For the twelve months which ended December 31,'24

The FARMER'S ADVOCATE and HOME MAGAZINE

London, Canada

Carried 36,263 More Agate Lines of Advertising Than in the Year 1923

Our 1924 lineage exceeded that of the next Ontario Farm Journal by

48,009 Lines

The Farmer's Advocate offers the largest net paid circulation of any Agricultural Journal published in Ontario.

Ask any recognized advertising agency, or write us direct for all information.

THE WILLIAM WELD CO., Limited, Publishers
LONDON, CANADA

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The public spent more than \$115,000 at the newsstands for the February issue of

College Humor

By far the greatest sum ever paid for any issue of any humorous, satirical magazine.

Editorial appeal—nothing else is responsible for the sale of

College Humor

Circulation
300,000 (A.B.C.)
Guaranteed or Rebate

New York
George W. Stearns
Flatiron Bldg.
Ashland 7329

Chicago
B. F. Provandie
Advertising Director
310 So. Michigan Ave.
Harrison 3433

Los Angeles Gordon Simpson Chapman Bldg. Phone 827 — 408

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is no different from any other] kind of cheap competition. best way to place a product above such competition is to trade-mark it and to make the mark stand for something in the public mind. I do not know of a single instance of a manufacturer with a welladvertised product who is seriously troubled with prison competition. This applies even to work garments and shoes-the two lines that are most severely harassed by prison merchandise.

An Old Lesson Radio Industry Must Learn

F. J. ROSS COMPANY, INC., New York

Editor of PRINTERS' INK:

I think your radio article in PRINTERS'
INK of February 5, is timely and very helpful. We all know the story of the Goose that Laid the Golden Eggs, and though we have had this particular case before our eyes for ages and the lesson its selfish owner has taught to all mankind, I often think there are just as many today who would kill their goose. This old story answers the biggest question in today's use of radio for advertising purposes. I think the same lesson was learned in connection with

lesson was learned in connection with

Radio has a legitimate use for certain kinds of advertisers. For others it is not feasible. It is quite likely that nor reasible. It is quite likely that those who haven't a broadcasting proposition will spoil this medium for those who have. A good deal of the spoiling has already been accomplished without benefiting anybody, but that is the way of the world

of the world. The most important phase of radio is not its use for advertising purposes, is not its use for advertising purposes, but rather its use for entertainment, news, and acceptable education. On these grounds, radio is here to stay. Advertising, I believe, is headed for a good snubbing because some advertisers are now, and others are bound to overplay their hand. An advisory Board of Censorship might help to preserve the medium for legitimate advertising uses. But censorship is not very popular these days, and maybe that is too much to hope for unless the radio interests themselves take some drastic action and adselves take some drastic action and administer the snub.

F. J. Ross Company, Inc., F. J. Ross.

E. B. Kemble with Cutajar & Provost

Edward Brewster Kemble has joined the service staff of Cutajar & Provost, Inc., New York advertising agency. He was formerly advertising manager of the National Cash Register Company, Day-ten, Ohio. More recently he has been with the Goodyear Tire & Rubber Export Company, Akron, Ohio.



-That's what this section of the Mississippi Gulf Coast is calledwith its sapphire waters, its sheltered harbors, its white sand beaches, its balmy air and sunshine-filled days.

Winter resort visitors to America's Riviera read the Daily Herald, published in the midst of this prosperous territory.

National Advertisers, you'll find when you use the columns of the Daily Herald that your selling messages have readers who are receptive and well able to buy.

THE 攀 DAILY HERALD

Mississippi Gulfport GEO. W. WILKES' SONS, Publishers

WANTED

Sign Salesman to Act as Representative

We are looking for a permanent connection to handle DURALITE transparencies, and DURACALS, a new type of decalcomania, practically indestructible, making, we believe, the finest advertised line of Transparencies and Decalcomanias in existence. We have some very choice territory open at the present time. This connection can be made a very valuable one to a live man. Representation to be on a straight commission basis. Territory will be exclusive, liberal commissions and excellent opportunity to develop large business and earn big money. When writing, state names of lines now carried, giving experience and business references.

THE UNITED SERVICE CO., Chas. C. Chapman Bldg., Los Angeles, Calif.

Production Manager Space Buyer Checking Manager

One of the fastest-growing national advertising agencies in New York has an unusual opportunity in its organization for three young men—space buyer, production manager and checking manager.

All must have a good education, a pleasing personality and unlimited ambition.

production manager we want is probably now acting as assistant production manager for a large agency. He need not have worked for printer, engraver or typographer—yet he must be thoroughly familiar with the mechanics of all three. He must have "buying sense," initiative and knowledge enough to know how to obtain the best results at the least cost. He must have a knack for getting service from engravers and printers and yet keep down to a minimum those favorite side charges of printers, such as "authors' alterations," and engravers' velvet, "tooling,"
"Ben Day," "Painting in for
Color," etc.

The space buyer must have had at least five years' agency experience and be thoroughly familiar with the usual routine of an agency space department.

The checking manager is probably now working in the checking department of a large agency and is thoroughly familiar with standard checking systems and is ambitious to take charge of a checking department himself and work himself up in an agency organization.

We will pay these men salaries commensurate with their ability and advance them as rapidly as their work justifies. They must sell us first by letter and then when desirable, by personal interview. Address

"F.," Box 119, Printers' Ink

Advertiser Designates Stores to Be Robbed

After the L. S. Roger Grocery Company, Atlanta, Ga., had been robbed twenty-one times in one month, the company used full-page newspaper advertising to designate three of its stores to which it asked the robbers to confine their operations. In return the thieves were asked to leave the company's 127 other stores alone. In part this advertising read, "Doors will be left open and so far as we know there will be no one to molest you." A reward of \$1,000 was offered for the arrest of each robber caught breaking into any of the 127 other stores.

Kingery Company Account for Flarsheim

The Kingery Manufacturing Company, manufacturer of popcorn popping machines, peanut roasting machines and portable barbecue stands, has placed its advertising account with The Henry B. Flarsheim Company, Cincinnati advertising agency. A magazine campaign principally in mail-order publications is

planned.

The Val-Style Hat Company, Cincinnati millinery manufacturer selling direct to the consumer, also has placed its advertising account with the Flarsheim

"Hotel Management" Advances M. E. Wooley

Hotel Management, published by the Ahrens Publishing Company, Inc. New York, has promoted M. E. Wooley to the position of Western manager, with headquarters at Chicago. He succeeds R. D. Smith, who has joined the staff of the Hotel Review, New York Mr. Wooley was formerly in charge of the Central territory, with headquarters at Buffalo, N. Y.

H. W. Case Joins Macfadden Publications

Harry W. Case has joined the Boston office of the Macfadden Publications, Inc., New York. He was formerly with the Walker-Longfellow Company, Boston manufacturer of advertising specialties.

With "Better Homes and Gardens"

Fred C. Blanchard, Jr., formerly with the Blaker Advertising Agency, New York, has joined the New York staff of Better Homes and Gardens, Des Moines.

Forms St. Louis Advertising Business

J. J. Connery, Jr., has organized the Connery Advertising Company at St. Louis. He was formerly with the Graham Paper Company, St. Louis.

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Something new under the marketing sun

THE Advertising Stores are bridging the gap between maker and buyer, opening new channels of trade, strengthening old ones, saving money and time for manufacturers whose distributing costs have been too high.

Mr. Producer, see what the Advertising Stores can give you:

- 1. Permanent, attractive exhibits
- 2. Superb window displays
- 3. Special advertising sales to introduce or popularize a product direct to consumers
- 4. Expert demonstrations
- 5. Distribution of consumer literature
- 6. Consumers' consultation service
- 7. Widespread publicity
- 8. Consumer advertising
- 9. Coupon center

Twenty-six non-competing lines only can get this service in a city. The first Advertising Store opens April 15th, in New York's buying center. Store No. 2 opens shortly in Chicago. Others follow rapidly in all strategic markets.

Mr. Producer, Mr. Manufacturer, Mr. Grower, the Advertising Stores are of vital importance in your merchandising. Yearly contracts are closing now. Telegraph or write for our representative to explain this tested plan.

SHAW ADVERTISING CORPORATION

Operating Advertising Stores
25 West 43rd Street, New York City

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Kansas Starts War on Fraudulent Advertising

WAR has been declared upon blue-sky stock promoters and other fraudulent advertisers who have been finding Kansas a profitable field in which to ply their wily practices. The opening shot was fired by Lou E. Holland, president of the Associated Advertising Clubs of the World, in his speech before the annual meeting of the clubs of the Seventh District. The meeting was held at Wichita, Kans., on February 16, 17 and 18.

"Kansas has become the dump-

"Kansas has become the dumping ground for fake promotions," declared Mr. Holland. "It is a damnable shame the way advertising frauds are being perpetrated on the people of this State. Missouri and other neighboring States have clamped down on these fakes through their vigilance committees, and while this has been a good thing for them, it is a pity all these trickster promoters should now come to Kansas to operate their fake schemes.

"Fraudulent advertising is the big challenge to our association today. Last year \$200,000,000 was lost through embezzlement, \$400,000,000 through credit losses and \$1,000,000,000 through stock frauds, according to figures of the American Institute of Accounting. Such tremendous overhead costs must be absorbed. Kansas is in a bad way now with fake promoters, but the establishment of better business bureaus in this State would do much to eliminate such waste."

FIRST BUREAU IN KANSAS

The meeting was attended by more than 200 business men of Wichita and when Mr. Holland finished telling them about better business bureau work, they were unanimous in the opinion that Wichita needed a bureau. Dale Resing, president of the Wichita Advertising Club, followed the address of Mr. Holland with the statement that efforts would be

made immediately to start the first bureau in Kansas. Frank L Galle, newly-elected president of the district, stated that local bureaus were the immediate need of Kansas.

"The Search for Undeveloped Opportunities" was the keynote of the convention. This keynote was the theme of the first address which was made by Victor Murdock, of the Wichita Eagle, who graphically described the splendid opportunities of the Southwest.

Other speakers and their subjects were: Marco Morrow, of the Capper Publications, Topeka, "An Indictment of Advertising"; Carl Williams, Oklahoma Farmer-Stockman, Oklahoma City, "De-veloping the Farm Market"; Lee Fleming, Flyer Garment Company, Fort Smith, Ark., "An Ad-Business 500 Per Cent"; Dr. Sartell Prentice, Nyack, N. Y., "Church Promotion Plan"; Rev. Wofford C. Timmons, St. Louis, "Taking Your Measure"; W. C. Edwards, Denton, Tex., Record-Chronicle, "Public Utility Adversising," and Z. G. Hopkins, Missouri, Kansas and Topeka Railroad, "Public Relations." Caff Hunt, manager of the Associated Advertising Clubs of the World, under the topic "Just Mine Run, discussed methods which would prove helpful in merchandising and advertising, and Gurney Lowe explained the operation of "The Neosho Plan." R. Fullerton Place, president of the Advertising Club of St. Louis, spoke on "The Romance of Advertising." Advertising technique, Mr. Place said, is now in the romantic period in which human interest is woven through the story of the advertised product.

H. J. Allen, of the Wichita Beacon, was the principal speaker at a banquet which was held on the evening of February 17. His subject was "Advertising Ethics." in which he told of the scientific development of modern advertising.

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Robert H. Timmons was chairman of the program committee.

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NEBRASKA

is "All White" on the Business Map

The annual crop report issued January 1 by Mr. A. E. Anderson, Division of Crop and Livestock Estimates, U. S. Bureau of Agriculture, says:

"A gain of 29.4 percent in value of Nebraska crops over last year, a total value nearly two and one-fourth times that of the low point in 1921, and a value that has been exceeded twice only, is the glad tidings of prosperity for 1924. Nebraska's gain was over three times that of the United States. The present agricultural situation in Nebraska is extra good. In fact, it may be said that it is near normal. Continued prosperity into the New Year seems inevitable."

"The December 1 value of Nebraska crops was \$361,-096,000, compared to \$279,048,000 last year, \$252,048,000 in 1922, and \$162,485,000 in 1921. These totals include a few minor crops that are not reported by the Department in Washington, but do not include all minor crops."

Sell the Nebraska Market

Nebraska is thriving, industrially and agriculturally. There is incontrovertible evidence of the splendid condition of the Nebraska market. State bank deposits are the highest since August, 1920; cash reserves the highest since 1918; loans and rediscounts the lowest since 1919. In January for the fourth consecutive month NATION'S BUSINESS shows Nebraska a leader in state-wide busi-

ness prosperity. It is the only state except Florida that shows entirely "in the white" on the business map.

How to Cover Nebraska

Nebraskans read and prefer their home state papers. An advertising campaign in Nebraska's several good publications provides the most economical and effective means of developing trade in this rich market. It assures complete coverage of the entire state, agricultural and industrial; it has the greatest influence on the individual; it can be most effectively merchandised to Nebraska merchants.

Sell ALL of Nebraska

THE NEBRASKA FARMER
THE LINCOLN STAR
OMAHA WORLD-HERALD
OMAHA BEE
OMAHA TRIBUNE
FREMONT TRIBUNE
COLUMBUS TELEGRAM
HASTINGS TRIBUNE
NORFOLK NEWS
WAYNE REPUBLICAN
GRAND ISLAND INDEPENDENT

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Facts about Films

Your Motion Picture Advertising is wasted, if your films are oil-smeared and foggy. New prints wear out quickly unless they are treated by our patented chemical process.

We make your old prints as good as new, doubling the effectiveness of your message. Our kenovating process restores the light shades of your negative, and makes it as pliable as new stock.

We are thoroughly equipped to Store, Inspect, Repair and Ship your films, relieving you of all responsibility. We can lower your print cost.

Let us tell you how.

A. TEITEL CO.

804 S. WABASH AVE.

Est. 1914 CHICAGO

Advertising Agency Wants a Partner

The business cleared through this agency has reached a point where a partner is needed.

The man who qualifies will step into a recognized agency with a clean record and the reputation of turning out good work.

No money is required; we would prefer that the new partner should have, or know where he can get, at least one advertising account. By which it will be noted that we are actually looking for a partner, not an employee.

Please give complete information about yourself which will be held in strict confidence.

Address "R," Box 259, Printers' Ink, 185 Madison Avenue, New York City. A. C. Bourscheidt was general chairman of the committee in charge of arrangements which were under the direction of the Wichita Advertising Club.

Wichita Advertising Club.
Frank L. Galle, Wichita Eagle,
was elected chairman of the Seventh District, succeeding Robert W.
Etter, Pine Bluff, Ark.

A resolution was adopted expressing regret over the death of Harry Frazier, of Kansas City.
Miss Tennie A. Yates, of Okla-

Miss Tennie A. Yates, of Oklahoma City, was elected secretary-treasurer. The following were elected vice-presidents to represent the States which are members of the Seventh District: Le Fleming, Fort Smith, Ark.; E. A. Guise, Tulsa, Okla.; L. E. Rudd, Kansas City, Mo., and R. G. Streeter, Hutchinson, Kans. The Louisiana vice-president will be elected later.

Oklahoma City was awarded the 1926 convention on the strength of an invitation which was extended by H. E. Dreier, of the Daily Oklahoman.

Sales Manager Tells Dealers Their Weaknesses

"There are five cardinal weaknesses among retail hardware dealers that retard progress," declared Frank J. Semple, sales manager of Henry Disston & Sons, Inc., Philadelphia, speaking before the convention of the Pennsylvania and Atlantic Seaboard Hardware Association, at Philadelphia recently. The weaknesses, he said, are:

"(1) Injudicious buying of stocks that

"(1) Injudicious buying of stocks that no one cares to purchase; or over-buing, (2) The tendency to apathy in allowing accounts to become long over-due. When an account remains unpaid ninety days, all the net profits are good, (3) Using antiquated accounting methods that your cannot understand, (4) Poor salesmanship, (5) Tone in the store. Do not call your clerks help. If they are salesmen, give them that title."

Mechanical Production Managers Meet

Thirty members of the mechanical production managers departmental of the Western Council of the American Association of Advertising Agencies attended a luncheon meeting at Chicago last week. George Speyer, mechanical production manager of the J. Walter Thompson Company, Chicago, and chairman of the departmental, presided over the meeting. He gave a short address on related problems. The officers of the Western Council were also present at the meeting.

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Elected Vice-President of Hilo Varnish Corporation

H. Uchlinger, assistant treasurer of the Hilo Varnish Corporation, Brooklyn, N. Y., has been elected a vice-president of that organization. He has been with the company for thirty years. Other officers of the company were re-elected at the recent annual meeting of the board of directors.

Miami "Tab" Appoints Benjamin & Kentnor

The Miami, Fla., Illustrated Daily Tab has appointed Benjamin & Kentnor, Inc., publishers' representative, national advertising representative.

New Haven "Times-Leader" Appointment

The New Haven, Conn., Times-Leader has appointed Prudden, King & Prudden, Inc., publishers' representative, as its New England advertising representative. This appointment becomes effective March 1.

Heads Graham Brothers Commercial Division

Robert Graham, of Graham Brothers, Detroit, motor trucks and bodies, now a division of Dodge Brothers, also of Detroit, has been appointed manager of the commercial division of the Graham organization.



We reach the wholesale and retail druggists of this section. Our price section is the largest published in the South. Used by the trade throughout the South. Your product is listed.

SOUTHERN PHARMACEUTICAL JOURNAL

Dallas

Texas

JUTE—ROPE—BRISTOL—GLASSINE

A New York Specialty Distributing Organization has an exceptional opening for a high grade, expert and matured sales specialist with a proven, successful sales record and a wide personal acquaintance among Consumers of the above lines in the Metropolitan District. The papers are the product of the leading mills in this field. A large stock is carried in New York. A constructive Sales Policy and liberal remuneration is assured to the man who meets the above qualifications. No others should apply. Write in confidence.

"W," Box 104, care of Printers' Ink

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WANTED-Direct Mail Copy Writer

The oldest direct mail organisation in New York City has a real opportunity for the right man. Must be able to write convincingly to the merchant and tradesman rather than to the consumer, and should therefore have had experience in selling retail and trade markets. Must be able to plan the printed matter that will best carry his message and to make rough dummies for Art Department to finish. Should have sufficient knowledge of printing to make dummies practical for economical production.

mies practical for economical parduction.

Here is an opportunity for a man who has been doing this kind of work for at least five years and who knows he wants to make sales promotion his life work. It is not an opportunity for the man who just wants a job.

Compensation will depend upon the ability of the man. He will be started at a good salary and get every possible chance of advancement. Give complete information in letter regarding age, qualifications and

Give complete information in least regarding age, qualifications and salary required.

Communications will be held con-fidential. Address "T," Box 110, P. I. Note to Executives: You may know this man. As a favor to us and to the man, please put us in touch with

WANTED **Printing**

One who has a real record for honesty and success in the sale of large contract general print-

Bv

one of the largest printing companies in the United States operating within 31/2 hours of New York and maintaining general offices in that city with direct wire contact with plant.

Drawing account and commission will be granted to man whose record justifies it.

Reply to "U.," Box 111, care of Printers' Ink, giving age, experience and present connection.

Kresge Department Chain Buys The Fair, Chicago

The Fair, Chicago

In the September, 1924, issue of PRINTERS' INK MONTHLY, under the heading, "Chain Store Growth Brings New Opportunities to Sell," it was stated that the S. S. Kresge Company had entered the department store field and would employ chain store methods, on a large scale, in developing that branch of merchandising. At that time the Kresge Department Stores, Inc., had acquired the store of L. S. Plaut & Co., of Newark, N. J., and the Palais Royal, one of the largest department stores of Washington, D. C.

Last week the company purchased The Fair, a large department store of Chicago, which is the third store in the chain, with other additions to come later. The Fair, one of the oldest merchandising institutions in Chicago, occupies an eleven story building. It was founded in 1875 by E. J. Lehmann, and has been sold by his heirs. Bankers estimate the purchasing price to be between \$10,000,000 and \$15,000,000.

In accordance with the basic plan of the new department store chain. The

In accordance with the basic plan of In accordance with the basic plan of the new department store chain, The Fair will be conducted under its own name. D. F. Kelly will continue as general manager. So far as the general administration of The Fair is concerned, the public will not know it is part of the Kresge organization. The same is true of the Plaut store and the Palais Powal.

true of the Plaut store and the Palais Royal.

The workings of the chain will be shown principally in the buying It is the idea of S. S. Kresge that mass buying can be applied to this type of store as well as to that done for the concern's 5-10- and 25-cent stores, and its 25-cent to \$1 stores, Elimination of waste motion will be another object sought.

New Jersey Publishers Meet

The mid-winter meeting of the New Jersey Press Association was held at the Stacy-Trent Hotel, Trenton, or February 16. R. E. Lent, of the Passaic Daily News, president, presided. There were two round table discussions. William D. Bryant, of the Paterson Press-Guardian, led the daily newspaper discussion, and D. H. Moreau, of the Hunterdon County Democrat, led the weekly newspaper group. weekly newspaper group.

Home Town Nominates James O'Shaughnessy

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, New York, has been nominated as the candidate of the Republican Party for the office of village president of Tuckahoe, N. Y.

The Democratic Party has decided to make no nomination for the office. The election takes place on March 17.

John R. Grout, advertising manager of The Royal Tailors, Chicago, for the last twelve years, has resigned. This change becomes effective March 1.

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Extension Dagazine

is a family magazine, published monthly since 1906. All money derived from its sale, less cost of operation, is given to charity—building of churches, etc. Likewise, all money from its by-products, such as advertising, calendars, books, donations, etc., is given to charity.

It contains 40 or 48 pages of illustrated fiction, articles of interest to Catholics, and special departments, such as Things to Eat, Savings and Investments, Pattern Page, Fancy Work Page, etc.

It exerts a great influence on the directors or executives of 3,316 large Catholic institutions (hospitals, institutions for the infirm, or the old, or blind, etc.); 7,404 educational institutions (parochial schools or colleges, convents, etc.), and is in close touch with 10,305 pastors in the United States.

Its circulation today is 330,000.

Each issue contains a two-page article relative to the purpose and hopes of Extension. No other appeal is made to the subscribers. Nevertheless in 1923 they mailed Extension \$721,787.26, and in 1924, \$757,750.46.

All records regarding our revenues and distribution of funds are open to inspection at our general offices.

ELLWOOD TANSEY

Advertising Manager

General Offices, 180 N. Wabash Ave. Chicago, Illinois

Salesman Wanted

By an out-of-town printing company not far from New York equipped to produce in large quantities magazine and general contract work at a cost considerably under the New York market.

> It is planned to have a New York Office with Service Department and direct wire to the works.

Not the overdrawn discouraged "price fighter" but the man who knows that with strong backing from his company he can make good, will find a happy solution to his price and production problems on a logical and adequate straight commission basis.

Answer to "Z.," Box 112, care of Printers' Ink with whatever facts you consider to the point.

Plan and copy man

NOW making close to \$20,000. Want \$10,000 and an interest in a sound, ethical agency that deserves to be bigger. Address "A", Box 114, care of Printers' Ink.

Those Orders You Turn Over to Jobbers

(Continued from page 6) senior salesman who makes the most of his arguments and his orders will average a three-to-one turn on new items. It is particularly important that the senior salesman should fight for at least a three-to-one-turn, because the ratio of turn he establishes on these new items will usually be about the standard ratio for other items—usually less, rather than more.

When the senior salesman has exhausted the new items—those not previously carried in stock by the jobber—he comes to the meat of the coccanut. While increasing the spread of items carried by the jobber is a mighty important duty of the senior salesman, and one in which small-town work helps tremendously, it is the increase in purchases of previously carried in stock staples and specialties that makes or breaks small-town work, from a profit standpoint.

The senior salesman, having paved the way for the supplemental order of previously-carried articles, should not recede an inch. He should carry the fight to the jobber. It is particularly true on the first sets of turns resulting from newly-inaugurated town work, that the jobber will balk at applying a high ratio. He will refer to the original stock He will tell the senior order. salesman that the original order will take care of his requirements very nicely. He will refer pessimistically to "conditions." will point out that he is giving a bigger order than usual because he has made a supplementary order covering items not previously carried in stock.

Right here, the senior salesman will usually have to go over the whole ground again. Then he will hammer home the fact that the stock which the jobber is carrying over merely cared for the normal small-town demand, that it does not take into consideration the

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STEEL CITYZENS

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NO one knows all about Pittsburgh's varied industries. No one has exhaustive knowledge of Pittsburgh's many products.

But we know both as only those men can who have lived their years in that Greater Pittsburgh that is half a state—worked here, learned here, thought through the problems of our city.

We're Pittsburghers. Pittsburghers know us. We can give the Pittsburgh District advertiser something more than he can obtain from strangers.

KETCHUM, MACLEOD & GROVE, INC.

Advertising

PARK BUILDING



PITTSBURGH

SALES EXECUTIVE and CORRESPONDENT

There is an unusual opportunity with a fast growing subscription book publishing company for a sales executive and correspondent.

for a sales executive and correspondent.

QUALIFICATIONS—Young man between
the ages of 25 and 35; university training
in business principles and practice such as
provided by the Alexander Hamilton Institute, with particular attention to salesmanship and sales letters; he must have the
ability to follow directions exactly, be quick
to understand and also to initiate and put
into operation his own idease. He must have
enersy, ambition and enthusiasam, yet experience sufficient to have gained a sound
knowledge of business; he must want success
badly enough to work for it very hard.

badly enough to work for it very hard.

CONPENSATION—The right man will be started with a salary probably less than he started with a salary probably less than he salary probably less than he results justify it. There is a real opportunity for rapid advancement.

If you believe you are the man for this position, give full details in your first letter; tell precisely how well you can qualify in each of the stipulations given above; give a complete history of your business experience, telling each position held, the starting salary, the reason you left and how much you will be held in conditione.

All employees of our company have seen this advertisement before publication.

Address "C.," Box 116, care of Printers' Ink.

A Strong Agency -General or Special-Can Make Money With Me

AM a man of mature judgment and know advertising from both inside production and outside selling. My record is one of clean, constructive, successful accomplishment. My present position is responsible and remunerative, but otherwise unsatisfactory.

If you can arrange either a direct or a working interest for a man who can organize, sell, write, and help others to produce, tell me when and where I can see you.

> Address "Organizer," Box 260 Printers' Ink

special small-town work, and can be dismissed on that basis.

He will resell the proposition of small-town work and put it up to the jobber that he must be either an ally or an obstructionist. jobber must either be prepared to take care of the created demand. or he must obstruct the program of small-town work by ordering only a part of his probable requirements.

One veteran salesman clinches his argument by pointing out to the jobber that unless the smalltown work is profitable in increased sales to the jobber, it cannot be continued, and that the surest way to kill the goose that lays the golden eggs is to refuse

fully to co-operate.

Just to show from actual life how important this fighting battle really is, I cite a case from our own experience in 1922. In that year, we promoted a salesman whose previous work had been solely with retailers. We gave him a territory in a strong jobbing section and supported him with two of our best small-town workers. On his first trip and in the first jobbing city he visited, he had \$1,800 in turn-over orders for Jobber "A." This represented at our prices to jobbers, \$1,350. Yet this good salesman left with an order for only \$1,500. Contrast this with the work of a veteran in handling turn-over orders, who, in a city which was strongly competitive, and with a jobber whose stock on hand was almost identical, took \$800 in turn-over orders and walked out with a \$2,200 order.

The difference was not primarily in selling ability-it was in

technique.

Because, for nine long, hardfought years we had made smalltown work our most effective merchandising weapon, apart from our senior sales force, it will not be taken as boasting when I recite some of the facts from our 1924 small-town campaign. used an average of seventy-six We turned to small-town men. jobbers over \$1,400,000. We increased our sales to jobbers over \$2,100,000. We averaged 2.87-to-

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one ratio. Our average increase with jobbers to whom we had in previous years made turns was 18 We averaged with jobper cent. bers to whom we had not made turns prior to 1924, 36 per cent. We averaged, to increase our accounts with jobbers to whom we made no turns, 11.6 per cent.

While we never failed to increase our sales by more than the net amount of turn to jobbers, we made our mistakes at the start and failed fully to capitalize on

our opportunities. sales manager who can coach his senior salesmen-who can instil in them the correct viewpoint-who can arm them with the proper arguments-who can sit down with them and show them exactly how to handle Mr. Jobber on his small-town turnover work-will show a profit well over his investment; whereas, the sales manager with equal general ability but without specific knowledge of small-town will leave everything in the hands of the senior salesmen and the small-town work will fall short of complete achievement.

Suspender Advertiser Decries Use of President's Name

Hewes & Potter Boston, Feb. 13, 1925. Editor of Printers' Ink:

As suspender manufacturers, and also as national advertisers, we take this op-portunity to commend you for your edi-torial in the issue of February 12. We torial in the issue of February 12. We feel that publicity such as you refer to is very cheap, and it should not be permitted. In defense of the suspender manufacturers, in so far as we know, they were not responsible for the notoriety that has been given to the remark credited to President Coolidge. You refer in your article to the attitude taken by President Roosevelt. It recalls an incident that took place during his first administration.

ing his first administration.

A piece appeared in a Syracuse paper noting the fact that the Cabinet meeting was delayed because one of the members was late, and on arriving offered as an excuse that his suspenders had broken.

Our Mr. Hewes, appreciating the humor of the situation, sent to each member of the Cabinet and the President two pairs of Bull Dog suspenders and a little note stating that he hoped this would save the country further delavs

As a result of sending the suspenders, Mr. Hewes received letters from mem-bers of the Cabinet and the secretaries



G. B. CASTLE, St. Paul: "For Heaven's sake, don't let me miss an issue."

MILTON WEINBERG ADVERTIS-ING COMPANY, Los Angeles: "Its inspiring articles and reprints of advertisements serve as a post graduate course to the advertising alumnus."

C. G. STANDEFORD, Sun-Maid Raisin Growers Association: "Not only interesting, but extremely

helpful." U. B. WALMSLEY, London, England: "I read your magazine every month with

great interest." A. J. CROCKETT, Modern Priscilla, Boston: "I want to congratulate you on the wonderful magazine you are getting out."

ADAMARS COMPANY, St. Louis: "We have been receiving Western Advertising for some time and watch for it regularly. It is passed around to all the members of our organization."

WESTERN ADVERTISING A Monthly Magazine

560 Market Street, San Francisco \$1.00 for 4 mos. - \$3.00 for 18 mos.

For New Distinctiveness in Printing! OFFSET GRAVURE



Finest tone illustrations on any kind of paper. With this process the illustrated letter on bond paper assumes a new significance. Leaders in industry are using it to

great advantage. Everything from a poster or folder to a complete catalog.

OFFSET GRAVURE CORPORATION

110 Seventh Avenue Long Island City Telephone: Astoria 7101

630 W. Jackson Blvd., Chicago

Sales Executive

I WANT A job,-NOT A POSI-TION-a place where hard work plus original ideas will obtain real results.

Am 30 years young, Christian, American; have proved myself a success both as personal representative and as salesman as well as manager.

Want a contact job, sales promotion or special sales work. Agency or national advertiser preferred. Experience covers:

Newspaper work.

Automobiles-every phase up to manager.

Office equipment, as Sales Manager.

Chamber of Commerce Organization.

Advertising service, as Presi-

Let me demonstrate my worth to YOU.

> Address "G.," Box 261, Care of Printers' Ink

I'm Praying for a MAN Who Can SELL SENSIBLE PICTURE IDEAS!

I'm a nut on pictures! I believe I am as good at creating picture ideas as Paderewski is at playing the piano! I know I'm good because many people have TOLD me so! I have sold my own stuff in a piker sort of way—and I've got a "Universal" fixture rack full of 'em.

What I am praying for is a man who can really SELL an idea of mine after he says it's damn good!

I'm tired of this "soft stuff-of watching and waiting." And, as long as I'm so cocksure about the merits of my picture ideas, you can't blame me for praying for a real fellow who HAS THE POWER TO SELL REALLY GOOD IDEAS!

I'm a Christian-young-healthy, thank goodness-and I'd like the other fellow to be the same!

"H.," Box 262, Care of Printers' Ink

of the members who were away from Washington, including President Roosevelt. From John D. Long, then Secretary of the Navy, he received a letter written in long-hand humorously thanking Mr. Hewes for the Bull Dog suspenders.

At a later date, the secretary of one of the members wrote to Mr. Hewes and told him of another meeting of the Cabinet when the subject of suspenders came up, and how the members three open their coats and vests and laughingly displayed the new Bull Dog sus-

ingly displayed the new Buil Dog sus-penders they were wearing.

The incident and these letters are in-teresting—they have resposed in our vault for a great many years. They have never been reproduced—they have never been used for advertising pur-poses, as it is contrary to the policy of our house.

our house.

Before President Coolidge was elected we sent out a number of thousands of booklets all over the country, a cory of which we are taking the liberty to send you under separate cover. We want to call your attention to the fact that in no place does our trade-mark appear, and that the booklet was not issued with any desire to 'obtain advertising from it.

We appreciate the good work that you

We appreciate the good work that you do, and again take the opportunity for commending you for the principle expressed in your editorial.

Hewes & Potter,
J. L. Brummett,
Sales Manager.

Goodyear Tire Sales Increase The Goodyear Tire Sales Increase The Goodyear Tire & Rubber Company, Akron, Ohio, reports net sales amounting to \$115,323.174 for the year ended December 31, 1924. This is comparable with \$106.026,109 for the previous year and is a gain of \$9,227,065. Net income is given as \$12,161,540 for 1924 as against \$7,667.944 for 1924 as increase of \$4,493,596. Good-will, patents, etc., are carried at \$12,500,000. These foures do not include the business.

etc., are carried at \$12,500,000. These figures do not include the husiness done by the Goodyear Tire & Rubber Company of California, and the Goodyear Tire & Rubber Company of Canada Ltd. The total combined sales of the Akron, California and Canadian companies and foreign branches were \$138,777,779 in 1924. as compared with \$127,880,082 for the previous year. This is a gain of \$10,897,637.

New Campaign to Start

A new advertising campaign will be started shortly for the Silver Sprine Brewery Company, Sherbrooke, Canada. Plans call for the use of newspapers. Norris Patterson Ltd., Montreal advertising agency, will direct this cam-

With Thermoid Rubber

Company George S. Fabel has been appointed assistant sales manager of the Thermoid Rubber Company, Trenton; N. J., manufacturer of Thermoid brake lining. om osecreiter nksus-

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ADVERTISING SPACE OF JUDGE NOW CON-TROLLED BY E. R. CROWE & CO.

Mr. Sheldon Appointed Advertising Manager

A long-term contract has been concluded between the Leslie-Judge Company and E. R. Crowe & Co., Inc., under the terms of which E. R. Crowe & Co., now control the sale, printing, and billing and collecting of the advertising space of JUDGE.

Under the direction of Charles Lawrence Sheldon, formerly of "Time," and now Vice-President of E. R. Crowe & Co., a sales force of experienced advertising men has been organized.

JUDGE is America's oldest humorous weekly. It has been published, without intermission, for 44 years. Since the present owners took it over, four years ago, the entire editorial, circulation, and business departments have been rebuilt; and the circulation has more than doubled.

Nothing reflects the current thought and interest of a nation more truly than its humorous papers. JUDGE reflects the character of America as truly as PUNCH reflects that of the British Empire.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND6500, President and Secretary, J. I. Romer, Vice-President, R. W. LAWRINCE, Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, Dwight H. EARLY, Manager. Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager, Canadian Office: Lumsden Bldg., Toronto, H. M. Tandy, Manager.

H. M. TANDY, Manager.
London Office: 40-43 Norfolk Street,
Strand, W. C. 2, C. P. Russell, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates; Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.11; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, News Editor

C. B. Larrabee Roland Cole
E. B. Weiss Roland Cole
E. B. Weiss Thomas F. Walsh
James H. Collins, Special Contributor
A. H. Deute, Special Contributor
Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker
Washington: James True
London: Thomas Russell

NEW YORK, FEBRUARY 26, 1925

Once in a while someone, still laboring under the boring under the boring under the that advertising is a thing apart, attempts to show that it has caused this or that "advertising failure." Henry P. Werner, president of the H. O. Cereal Company, Inc., in a statement in PRINTERS' INK, had some pertinent words to say on the subject of advertising failures in general with specific reference to Sunny Jim.

Sunny Jim has often been held up as a terrible example of an advertising campaign which failed and which hurt the sales and prosperity of the company by which he was employed as a trade character. "Such a conclusion," said Mr. Werner, "is entirely unwarranted and aside from the facts. In one year alone Sunny Jim advertising sold millions of dollars worth of Force and sold it at a profit. The Force advertising campaign of those earlier days made what was then a tremendous success, but the advertising could not carry all the load. No advertising, no matter how good or how well suited to the selling of a particular product, can shoulder all the responsibility for marketing a product nor be expected to."

Mr. Werner pointed out that proper financing and good all-round management must be present if any company which advertises is to succeed. He said that a study of the records has convinced him that some of those fundamentals of good business were overlooked in marketing Force at a time when the Sunny Jim campaign had taken such a hold on

the public's fancy. The statements made by Mr. Werner deal with one company and one trade character, but his conclusions have a broad general Proper merchandisapplication. ing at the point of resale, sound financing, a good purchasing department and many other fundamentals of sound business must be present if advertising is to function properly as a direct aid to all departments of a business. To point to a company's failure and say that it was the result of this or that advertising campaign is as ridiculous as to assert that a company failed because all its sales force did not wear top hats or

gray spats.

Many years ago Printers' Ink, in co-operation with Stanley R. Latshaw, then of the Curtis Publishing Company, now advertising director of the Butterick Publishing Company, and with the aid of several competent investigators, carried on an extended research to discover the reasons back of the discontinuance of advertising by certain companies and the financial failure of several other organizations. The facts brought out showed the necessity for close

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interweaving of all departments in the business if it was to succeed in a big way, and indicated conclusively that there is no such thing as an advertising "campaign." A company uses advertising as part of its management policy, or it tries an experiment.

The investigation convinced us of the general ridiculousness of making charges against advertising campaigns based upon only surface knowledge of the facts. Just as no advertising campaign can win permanent success for a product which is inferior, so advertising cannot carry the load of a bad financial policy, a lack of merchandising skill or any one of the number of other failures to co-ordinate all the departments of a business. Any attempt to prove the contrary argues a lack of knowledge of the place of advertising in the modern commercial fabric.

Where the Truth Does Not Hurt day advertising, truthfulness does not become painful. As a matter of fact, "Truth in Advertising" is more than a slogan; it is a profitable policy—or if not it may be made so.

An interesting experience which proves this point was related in a recent talk by Louis E. Kirstein, vice-president of the Wm. Filene's "We have had Sons Company. numerous incidents," Mr. Kirstein said, "which prove that adver-tisements that tell the bad features of merchandise, as well as the good features, are productive of returns often far in excess of the other kind. An advertisement in our bargain basement headed, Three years old but they'll keep you warm,' packed our men's overcoat department as it had not been in many a day."

A Western haberdasher had a similar experience. He planned to hold a mid-season clearance sale. Instead of running the typical kind of bargain copy, he headed his announcement: "Clearance Sale of all of our Rotten clothing and furnishings." Con-

tinuing, the copy said: "We find among our stock some suits, over-coats and furnishings that have been hard sellers and we think they are Rotten, so we are putting them on sale at ridiculously low prices. You may not see them as we do; you may even like them." Under "neckwear," the descriptive line read: "Horrible patterns from our line—50 cents each."

The copy was sufficiently out of the ordinary to attract attention. Not only that, but it actually brought people into the store in great numbers.

Advertising the bad features of an article is not the easiest thing in the world to do. But when prices are right, the very novelty of such truthfulness is likely to result in increased sales.

New Package
Units Sold
Raisins
advertising has lowered the SunMaid raisin selling cost from
\$18.13 a ton in 1922 to \$9.56 a ton

Introducing new and larger package units helped the raisin association to accomplish the splendid results which it achieved last year. A few years ago, the Sun-Maid growers put too much of their advertising into the promotion of the five-cent package of raisins. While this package was an enormous success when first introduced it did not, in the long run, move a sufficient tonnage to justify the expense of selling it.

In 1924, the association introduced three new packages—the four-pound bag of Thompson seedless raisins, the 250-pound barrel of Bakers Wednesday Special Thompsons, and the gallon can of Sun-Maid pie fruit. Tremendous volume was attained on these new units, particularly on the baker's barrel and the fourpound bag. This latter package is called a Market Day special and is especially popular in the rural trade.

In other words, Sun-Maid raisin advertising was more effective last year than ever before, but

Feb

the new units in which the product is packaged make it easier for the advertising to function.

"Let's Trylt" Business laboratory work, we -a Good are glad to say, Slogan is getting to be more and more popular. As a result, advertising plans are laid out intelligently with a definite object in mind. Sales quotas are based upon figures rather than upon the guesses of some slavedriving sales manager who sets arbitrary tasks for his men that he could not accomplish himself. All of this is very good indeed. And now that the thing has grown this far, it is in order to suggest that research should be made a continuous part of every business routine-be as much of the day's program as unlocking the front door, trying to sell goods or sending out invoices.

Laboratory work has done relatively little for American business because it has not had anything like a decent chance. When things are good, manufacturers cannot see the need for research. When things are bad, they feel they cannot stand the necessary expense.

There ought to be more of the attitude of "let's try it" in business. Up to now there has been entirely too much squelching of ambitious salesmen and others who bring forth iconoclastic ideas. It has been quite the fashion for a sales manager or somebody else high in the business to sit upon some aspiring youngster with the dictum that "your idea is no good; it won't work."

How do they know the idea is no good, and who gave them such marvelous knowledge that they can decide offhand that it won't work? The thing to do in a case of this kind is to try it. A sales department can afford to try almost anything once. An experiment on a modest scale will not break the firm. On the other hand it may make the firm.

What is it that causes some men to begin to slip when they have passed forty-five or fifty? Nothing in the world but the comfortable and sometimes smug complacency with which they view things. Some, secure in their experience and attainments, stand pat so sturdily that finally they cannot advance at all. Others are everlastingly receptive to new ideas. They are willing to consider, test and analyze. Those in the first category are old, right when they should be at their very best. The others never grow old

The head of a large Western advertising agency remarked to PRINTERS' INK that one of his greatest problems is to secure a proper age balance in his organization. He wants men of seasoned experience and this often has to be taken along with gray hairs. He puts in younger men so that the machine may have the proper element of looking ahead "If, however," he says, "the older men would be willing at all times to try new ideas I would not have this problem and my organization would be ideal."

It is exactly the same way in any other business. Continuous laboratory work is the fountain of youth for any organization that makes and sells merchandise. The arteries of a business will never harden and the blood pressure will not go above normal just so long as the spirit of "let's try it" prevails in the manufacturing and selling.

Simmons Advertising for 1925

Thirty different advertisements requiring large space will be used in eighty-nine newspapers of the United States during 1925 to advertise Simmons beds, mattresses, springs, and bedroom furniture, the Simmons Cospany informs the trade in its businespaper advertising. Simmons advertisements will also appear in twenty-one mational magazines, and in twelve of these, pages in color will be used. A special business-paper campaign is to be directed to club, hospital, association and hotel fields.

Outdoor Campaign for Creamette Gum

The Creamette Company, Chicago, macaroni and cereals, informs the candy and soda fountain trade that stating March 1, an outdoor advertising carpaign will be conducted in all the principal cities of the Northwest on its Creamette chewing gum. Newspaper and motion picture slide advertising will also be used.

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Newell-Emmett Company

Advertising . Merchandising Counsel 120 WEST THIRTY-SECOND STREET New York

> AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

> CLIENTS. Liggett & Myers Tobacco Co. Johns-Manville Incorporated Western Electric Co. American Chicle Company The T. A. Snider Preserve Co. and effective January 1st, 1925 Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

Note: The addition of the Loose-Wiles Biscuit Co., upon whose problems the Newell-Emmett Company

the end of six years' existence. insistence on slow growth, permitting concentrated and thorough study of has been engaged since last May, gives each client's problems, is an integral to this agency a total of six clients at part of the agency policy outlined above.



Sealpackerchief readers of Printers' Ink and Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
Chas. W. Cohn	Second Vice-President Sales and Advertising Manager	Yes	Yes
Chas. Tyroler	Secretary and Treasure	ru	**
Jos. P. Gross	Assistant Sales Manager	. "	66

PRINTERS' INK WEEKLY

20,222 net paid circulation

Effective Coverage of

Natio



The Mason Tire & Rubber Co. Kent.Ohio

"PRINTERS' INK and PRINTERS' INK MONTHLY upon receipt are marked for the heads of every department—totaling about twenty names—with the request that these papers be read, any points pertaining to their department noted and utilized whenever deemed advisable, and these copies then returned back to the Advertising Department for file, showing the check mark of the Department heads. If anything comes up which has been noted by the Advertising Department and which applies particularly to some department, but has not been noted by them, it is called to their attention.

"There is no question but what many good points are picked up in this way and utilized by our Department heads."

Yours very truly, THE MASQN TIRE & RUBBER CO.

Vice President

PRINTERS' INK MONTHLY

16,296 net paid circulation

National Advertisers

of

Advertising Club News

Screen Advertisers to Hold Annual Meeting

The annual meeting of the Screen Advertisers Association will be held at the Hotel Statler, Cleveland, on March Screen 12 and 13. Douglas D. Rothacker, of the Rothacker Film Manufacturing Company, president of the association, will preside over



D. D. ROTHACKER

the meeting which will be divided into four sessions. The program follows:

March 12—

Morning: Charles

Barrell, president, Motion Picture Chamber of Commerce and motion picture director of the Western Elec-Company. What a Company Expects from the Exhibitor"; G. P. Foute, New York, "Community Mov-

ies and Their Circulation"; and Frank Ryan, director of publicity, Cleveland Electric Illuminat-

publicity, Cleveland Electric Huminat-ing Company, who will speak on "Public Utilities Companies and the Movies." Earle Pearson, educational director, Associated Advertising Clubs of the World, will speak at a luncheon meet-

March 18-Afternoon: Report of the ceretary-treasurer, Marie E. Goodsecretary-treasurer, Marie Cleveland enough. Harrison Goldsmith, Cleveland Automobile Company, will talk on "Selling Cleveland Automobiles with Motion Pictures." James Simpson will lead a round table discussion on the subject "Short Unit Screen Advertisers."

J. Holmer Platten, treasurer of the Motion Picture Producers and Distributors of America, Inc., will speak at a dinner meeting which will be held following the afternoon session.

lowing the afternoon session.

R. S. Ritchey will discuss "The Short Unit, Its Possibilities and Its Problems," at a luncheon on March 13.

At the afternoon session on the sec-ond day there will be a general dis-cussion on the screening of motion picture subjects. The convention will close with a meeting of the executive

Novel Membership Drive for Seattle Club

Arthur Wichman, vice-president of the Seattle, Wash. Advertising Club, who is chairman of the membership committee, has opened a drive for new members. The club has been divided members. The cluli has been divided into military organization groups, with three generals in charge. General Propst will command the Red Jackets, General Stone the Blue Jackets and General Whittingham the Yellow Jackets. regiment which first captures 100 new members.

Growth of Railroad Advertising

Advertising

"Railroad advertising is as broad as advertising itself," M. M. Goodsill, advertising manager of the Northern Pacific Railway Company, St. Paul, Minn., told members of the Des Moines, I.a., Advertising Club in a recent address before that organization. "From casual printing of time-tables and train notices, railroad advertising departments have grown," he said, "until today they undertake the full rauge of aggressive, persistent and enthusiastic advertising." Mr. Goodsill described railroad advertising and cited the present railroad advertising methods and suc-cessful campaigns and cited the present Pacific Northwest campaign of the Bur-lington, Northern Pacific and Great Northern railroads as an outstanding example of a broad railroad advertis-ing policy. This public-spirited adver-tising, he said, pays both in good-will and actual business.

New York Club Holds Annual Dinner

Annual Dinner
The annual dinner of the Advertising Club of New York was held at the Hotel Biltmore on February 21. The dinner was followed by a dance. There was an attendance of more than 700 members of the club and their guests.
Throughout the evening there was entertainment by professional talent. Among the surprises of the evening was the introduction of Will Rogers.
The arrangements for the dinner were made by the entertainment committee, of which Paul

made by the entertainment committee, of which Paul Meyer, publisher of Theatre Magazine, is chairman. Other members of this committee are Albert Gibney, Edward E. Pidgeon, Wells Hawks, Vernon Radcliffe and H. Wallace Smith.

Los Angeles Club Honors C. M. C. Raymond

M. C. Raymond was honored with a dinner by the Advertising Club of Los Angeles in appreciation of his nine years of service as executive secretary.

As previously reported, Mr. Raymond has resigned. A. D. Smith, president, presented Mr. Raymond with an honor-

presented Mr. Raymond with an nonorary life membership in the club together with a resolution of appreciation for his efforts in behalf of the club.

Mr. Raymond has become associated with Developers, Inc., Los Augeles, as executive secretary. D. K. Thomas succeeds him as executive secretary of the club.

Heads Cleveland On-to-Houston Committee

William N. Bayless, president of The Tiffany-Bayless Company, has been ap-pointed chairman of the On-to-Houston committee of the Cleveland Advertising

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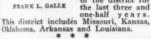
Heads Seventh District Clubs

Frank L. Galle, of the Wichita Eagle, Frank L. Galle, of the Wichita Eagle, was elected chairman of the Seventh District of the Associated Advertising Clubs of the World at its annual meet-ing. A report on this meeting, which was held at Wichie ta on February

ita on February 16, 17 and 18, appears elsewhere in

pears elsewhere in this issue.

Mr. Galle succeeds Robert W. Etter, of Pine Bluff, Ark. At the closing business session of the constant of the vention Mr. Galle spoke in apprecia-tion of the splen-did work per-formed by Mr. Etter as chairman of the district for





FRANK L. GALLE

Appointed Member of National Advertising Commission

A. L. Poorman has been appointed a member on the National Advertising Commission of the Associated Advertising Clubs of the World, by the Association of Newspaper Advertising Executives. Mr. Poorman, who is advertising manager of the Providence, R. L. Journal and Bulletin, succeeds W. J. Pattison. Pattison.

San Antonio Club Appoints T. M. Darlington

T. M. Darlington, manager of national advertising for the San Antonio, Tex., Express and News has been made a director of the San Antonio Advertising Club and chairman of the educational completes. (Chappe in the study tional committee. Classes in the study of the various branches of advertising will be organized.

Elected Director of Association of National Advertisers

Frank W. Harwood, manager of the advertising department of The American Tobacco Company, New York, has been elected a director of the Association of National Advertisers, Inc. He succeeds Carl J. Schumann, who, as previously reported, has been elected vice-president of the association.

Davenport Club Gives Course in Advertising

A short course in advertising has been started by the Davenport, Iowa, Advertisers Club. There is no fee for the course which will consist of six essions. The course is being given noder the direction of the educational committee, of which L. W. Ramsey is thairman of the course is the course is the course of the course is the course of hairman.

Most Honest Advertising Found in America

Found in America

The most honest advertising in the world is found right here in America, said Frank W. Crowninshield, editor of Vanity Fair, speaking on the subject, "The Editor's Point of View," before the Retail Advertisers Group at a meeting which was held at the Advertising Club of New York on February 24. Advertising was one of four departments of life and the arts in which, he declared, America was supreme. The other departments named by him are achitecture, musical revues and interior decoration. If advertisers, instead of leading the public half way to a full appreciation of good art, would undertake to go all the way, Mr. Crowninshield said, they might find the public enthusiastic and ready to accompany them. He urged that advertisers avail themselves of the services of such painters as Arthur B. Davies and the late George Bellows. Advertisers, he said, have done a great deal in bringing art to the public, but it is their duty to carry this work further. The public is waiting and ready to follow.

Dublin Club Holds Advertising Ball

The Publicity Club of Ireland, with headquarters at Dublin, recently held a fancy dress advertising ball. While the dancers were still on the floor at 4:15 A.M., the "Advertising Ball News" was placed on sale. Its appearance created a sensation since the story of the night was printed in full, together with eight pictures of various groups in costume with their names, and names of the products they represented. The list of awards by the judges was also given. This achievement, of which the Dublin Club is justly proud, was made possible by whole-hearted co-operation, espe

sible by whole-hearted co-operation, especially of photographers, photo-engravers and printers. This original souvenir was greatly appreciated by the guests.

Baltimore Club Entertains Governor Ritchie

Albert C. Ritchie, Governor of Maryland, was a guest of the Baltimore Advertising Club at its seventeenth annual banquet which was held recently. The occasion was called "A Night Across the Styx," and the Hotel Emerson ballroom, where the banquet was held, was decorated to represent the underworld; the waiters wore Satanic masks, and motion pictures of torments for sinners were shown. A long program of stunts crowded the evening. A "Plunder Box" shown. A long program of stunts crowded the evening. A "Plunder Box" containing ninety-one articles made by national advertisers was given each

J. A. Stewart, Director, Montreal Club

J. Alex Stewart has been appointed a director of the Montreal Publicity Association, to fill the vacancy caused by the resignation of J. D. McCallum.

The Little Schoolmaster's Classroom

N the Say-It-With-Flowers campaign, one of the recent fullpage advertisements is devoted to the idea that a man should continue sending his wife flowers just as he did when he was courting her.

The advertisement is headed, "Do You Still Send Her Flowers?" The question is followed

by this suggestion:
"In those old, sweet, vanished yesterdays of the youth you shared together, you knew she loved flowers. You could read it in her eyes, in the shy, breathless moment of pleasure when you gave them to her.

"She loves them yet. She loves your thoughtfulness in the little things that mean so much to her. Once you were attentive to her slightest whim. Do you still send

her flowers?"

There isn't anything specially new about the suggestion. Ever since flowers have been advertised, the thought has occasionally been voiced that husbands should add the name of Friend Wife to the lists of their floral beneficiaries. And so far as the Schoolmaster knows, every husband who has a spark of sentiment left in his shriveling soul does remember his wife with flowers occasionally, although probably not so often as he should.

However, the Schoolmaster is interested in this advertisement from the merchandising standpoint than as a matter of romance. Flowers belong to that group of merchandise that is nearly always bought for gift purposes. Very few persons ever buy flowers for themselves, except for entertaining. The problem, therefore, in selling flowers has been to get more persons in the habit of sending flowers as gifts and to extend the number of occasions when flowers make acceptable The Say-It-With-Flowers campaign has been remarkably successful in accomplishing both these purposes.

The manufacturers of candy

have exactly the same problem. Otis Emerson Dunham, president of the Page & Shaw Company, said recently that 75 per cent of the candy his company sells is purchased to be given away. The manufacturers of other high-grade confections could say the same. It is for this reason that it has always been difficult to advertise candy in the ordinary way. Advertising that does not give candy social prestige and gift acceptability misses its opportunity. Candy that has been advertised on a price basis or as a bargain proposition loses its desirability for gift purposes. Several candy campaigns have not achieved anything for this very reason.

It is in this respect that advertisers of gift merchandise in other fields could learn much from the

advertisers of flowers.

Consumers' complaints have often been found by progressive manufacturers to be veritable gold mines of neglected opportunities. How they have been investigated and handled has been described many times in these pages. It is rather more unusual to find a great concern going out of its way to win good-will in advance for a complaint which was never made.

This idea of anticipating the consumer's complaint and making amends for it before he has actually registered it, came home to the Schoolmaster in a very personal way a few days ago. Schoolmaster's best pal and severest critic had been spending some time in the South. She was arriving with one of the children and had sent a wire from Washington a little after ten o'clock at night asking the Schoolmaster to meet her on the following morning. She waited at the station for some time and came home not so pleased. The telegram was delivered a half hour after she arrived. It didn't seem right, but no word was said about it.

What was the Schoolmaster's



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Do You Need a Detroit Representative?

Advertising man experienced in national solicitation, who has covered Detroit and Michigan territory eight years, desires to get in touch with publisher who feels he is not represented properly in this territory.

This man is leaving present connection March 20th for good reasons.

He is well known to buyers of advertising, particularly in the automotive field, has made money for the publisher and himself and can show business statements to prove it.

Best of references from present employer, agency and business executives.

Address "K.," Box 264, Printers' Ink

Art, Engraving, and Printing Man

An executive with a background of 12 years' experience with advertising agencies and direct mail organizations as chief of mechanical departments is open for a new connection.

Good layout and art man with a fund of creative ability and thorough knowledge of advertising methods

Practical knowledge of photoengraving, electrotyping, printing, etc., and a student of fine typography.

A clean cut, well educated man of 36, with a winning personality and splendid record of achievements. Married and a Protestant.

Position with a live agency or direct mail organization in the middle west preferred. Address "L," Box 265, care of Printers' Ink, 230 So. Clark St., Chicago, Ill.

surprise and pleasure therefore, to receive a letter from the Western Union Telegraph Company, from the manager's office, which contained a copy of the telegram and the following letter:

My attention has been called to the delay in the delivery of the attached message and I wish to express our regret for the delay and the consequent annoyance and inconvenience it must have caused both you and the sender.

The message was received at the office 11.05 P.M. (Standard Time) five minutes after our office was supposed to have closed. The operator remained on duty a little later to clear up the messages he had on hand, and that is the reason your message was received last night instead of being held in New York until this morning. The message was filed in Washington at 10.27 P.M. (Standard Time) only thirty-three minutes before our closing time, so we did not have much time to get it delivered before 11 P.M.

The operator on duty, however, should have telephoned the message instead of

The operator on duty, however, should have telephoned the message instead of allowing it to lie over until morning and therefore making it useless to you. I have taken this matter up with the operator responsible, and can assure you that no such delay will happen again.

You certainly should not be asked to pay the tolls on the message, which was sent collect, and I am not charging it to you.

I hope this instance of poor service will not influence your future telegraph file, as I do not believe an error of this kind could ever happen again,

This seemed like a fine piece of enterprise to the Schoolmaster. There was a branch manager of a great industrial corporation, who was not too busy to look over the work of his department in order to pick out a thing which could easily have led to a complaint. There are hundreds of people who. while they may never have sent a letter to a concern, are going about the country with a mental reservation about its bad service, or some particular piece of discourtesy they may have received. A friendly letter, such as the above, has turned the Schoolmaster into a booster instead of a complainant. It offers a suggestion to the heads of many great organizations who do not realize the tremendous importance of trifles.

An advertiser of our acquaintance puts every illustration he uses to a most unusual test. It

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Announcing-



RAY D. SMITH

as Western Manager of

NATIONAL HOTEL REVIEW HOTEL OPERATION GEHRING HOTEL DIRECTORY

Owing to Mr. Smith's merchandising and advertising experience gained during his connections with the Cora Products Refining Co., Dodge Sales & Engineering Co., Swift & Co., J. Walter Thompson Co., and as Western Manager for Hotel Management, we are now in a position to offer consulting service to advertisers and advertising agents in our western territory who are interested in selling to hotels.

Mr. Smith will be assisted by Stuart B. Potter and G. A. Mitchell. GEHRING PUBLISHING CO.

A. R. EADIE, Advertising Manager

1200 Tower Bidg. 6 No. Michigan Ave. CHICAGO Tel: State 8750 119 West 40th Street NEW YORK Tel: Penna 1670

Member A.B.C., A.B.P. and N.P.A.

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LITHOGRAPHED LETTERHEADS

COMPLETE

This exceptionally low price applies to jots of 25,000 lithographed in black on our White Paramount Bond, 20 lb. hasis. On billiheads, statements, note heads and half size lefterheads, size 5½" x 8½" our price is 90c per lithousand. If you have no engraping we will furnish one at actual cest. This charge is made on your first order only. Beaklet of engravings and prices, also samples of our work will be sent you on request.

Envelopes Lithographed to match \$2.00 per Thousand.

GEO. MORRISON CO. 422-430 East 53rd St. New YorkCity

TELEPHONES PLAZA 1874-1875 Established 1898 Incorporated 1905

We Want to Place This Man

Production changes make it necessary for us to release a sales letter writer and direct-mail man who has made an enviable record with us. This man can plan cam-paigns, execute them, and take entire charge of his department.

If you can use a man of real ability, we would consider you fortunate in securing this man's services. Write to him, care of "D.," Box 117, Printers' Ink.

SHARPLES SEPARATOR CO. WEST CHESTER, PA. SALES MANAGER



is his unchangeable opinion that every picture should tell a story. In other words, if the reader of the advertisement does not follow down through any part of the actual text, the illustration must convey an adequate mental impression.

"I have no use for advertising illustrations which require elaborate explanatory text," he says. "When we have a drawing made, we place it on a bulletin-board in our own offices. There is no caption attached and absolutely no сору. Only the picture is displayed.

"Then we ask everybody to write out their impressions of the illustration. What story does it convey to them? How does it appeal to them?

'We request answers to those questions. But what we really want most is to see if the drawings actually register the idea which inspired them. We are never left in doubt. The replies definitely settle that point, And the surprising part is that occasionally a picture which seems to be almost perfect must be withdrawn because the critics do not read the correct story in the artist's delineation."

A certain product had been widely distributed in South America and a pretentious newspaper periodical and campaign scheduled for immediate insertion. The advertiser had heard that illustrations used in these countries must be exotic, romantic and jingling and tinkling with Spanish melody.

Without making any serious study of the peculiar demands of the territory, this advertiser had a series of twenty-five new drawings made in pen and ink which seemed to supply the required atmosphere. There were dashing señoritas and dark men in sombreros, and patios and moonlit gardens.

PAINTED OUTDOOR ADVERTISING

ECONOMY

We own; and maintain Painted Bulletins In 137 cities and tolins of Northern N.E. 100 KIM SALL SYSTEM

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, 1925

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The advertising had half completed the schedule, when the South American agent sent a batch of letters to the manufacturer. They were protests against this outlandish series. One newspaper reader wrote: "If you advertise down here why not find out something about us? We are civil-Our women are not all Carmens and we do not go around the street dressed as though for a costume ball. This sort of publicity will do you and your product far more harm than good. Have your artist pay us a visit. We are a little weary of these American advertising extravagances."

Of course, there is such a thing Latin - American atmosphere. Unfortunately, this advertiser overdid it.

Report of Allis-Chalmers Sales The Allis-Chalmers Manufacturing Company, Milwaukee, Wis., reports sales billed amounting to \$7,199,599 for the quarter ended December 31, 1924, against \$7,443,503 in the corresponding period of 1923. A net profit of \$809,935

period of 1923. A net pront of \$809,935 for the quarter is reported, compared with \$849,547 in 1923.

For the year ended December 31, 1924, billed sales amounted to \$27,-855,524, as compared with \$25,612,709 in 1923. Net profits for the year were \$3,221,101, comparing with \$2,703,636 reported for the previous year.

Franklin Dunlap Joins Beaver Soap Company

Franklin Dunlap, for the last two years in charge of advertising and sales promotion of the Diamond State Fibre Company, Bridgeport, Pa., has been appointed general manager of the Beaver Soap Company, Dayton, Ohio.

Daniel MacGugan, Jr., formerly assistant advertising manager of John Lucas & Company, Inc., Philadelphia, succeeds Mr. Dunlay.

Mr. Dunlap.

F. C. Allen with E. C. Mills Leather Company

Frank C. Allen, for the last twenty-four years sales manager of the Creese & Cook Company, Danvers, Mass., man-ulacturer of calfskins, has been made a member of the firm of the E. C. Mills Leather Company Roston Leather Company, Boston.

American fumberman

Published in CHICAGO

Member A. B. C.

READ wherever is cut or sold.

SELL BY DIRECT MAIL

"Aughing facton be sold ymdi"
Back up your salesmen. Sell small, isolated
towns without salesmen. With one solder
merchant sold \$62,382.69 in 10 days, remerchant sold \$62,382.69 in 10 days, retailer sold \$22,886.20 in 36 days, Bend
35c for a copy of POSTAGE Magazine and
actual copies of these two letters. If you
sell, you need POSTAGE. Tells how to
write result getting letters, folders, booklets,
house magazines. \$2 a year for 12 numbers
full of usable cashable selling ideas.
POSTAGE, 18 E. 18th St., New York City

Trade - Marked Food Product \$25,000

For immediate sale, will buy a concern now manufacturing and selling a Quality Food Product. Address "Q.," Box 258, Printers' Ink.

Partnership in Agency

open to a man who is willing to prove that he can close accounts and handle them with the care and ability that has built our reputation. We are a young agency in Ohio, whose policies of service are giving us a steady, consistent growth. Write fully about yourself to "V.," Box 113, care of Printers' Ink.

LATIN-AMERICA Advertise in it!

Speed up your sales in Latin-America with well-planned advertising. We specialize in this market. Shall we tell you about it?

Latin-American Department WYLIE B. JONES ADVERTISING AGENCY 381 Fourth Avenue, New York City



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CROSS WORD PUZZLE TIE-UP

National advertiser interested in unusual dealer-help tie-up with irresistible current craze can obtain set of plates for a specially imprinted cross word puzzle book by communicating with Simon and Schuster, Inc., 37 West 57th Street, New York —Original cross word puzzle 37 West 57th Street, New York
—Original cross word puzzle
book publishers. We will rent
plates or prepare special book
in large quantities—high entertainment, publicity, and merchandising value—similar booklets now being used by several
largest advertisers in America.

Good Opening Agency Executive

A progressive advertising agency of moderate size and excellent standing, desiring to expand, would welcome congenial associate with capital or established clientele. Confidence respected.

Address "J.," Box 263, Printers' Ink

FOR \$35.00 CASH

you can get your 2-inch Ad in 130 Country Weekly Newspapers—60 in New York State, 40 in New Jersey, 25 in Pennsylvania and 5 in Connecticut. These papers are read. Price includes making out.

LAURENCE F. DEUTZMAN **AGENCY**

Smithtown Branch, L. I.

George W. Tryon

Times Building New York

Secures hotel accommodations at leading hotels in large cities and resorts for newspaper and magazine publishers and their representatives in exchange for space.

Large Attendance at Move-More-Merchandise Conference

More than 2,600 merchants from various parts of the country registered at the third Move-More-Merchandise Conference held at St. Louis last week under the auspices of the American Retailers' Association and the St. Louis Advertising Club.

Advertising Club.

Among the speakers were: The Right Reverend James E. Freeman, D.D., Bishop of Washington, D. C.; Martin L. Pierce, of The Hoover Company; James W. Fisk, of the Milwaukee Journal; R. T. Whitnah, of Crosby Bros. Store, Topeka, Kans.; S. P. Preston, Gillespie, Ill, News; E. U. Berdahl, of the South Dakota Retail Merchants' Association; R. C. Dolbin, of the A. Harris Company, Dallas, Tex.; W. Leonard Thompson of the United States Department of Commerce; E. S. Charles, of The Charles Company, Napoleon, Ohio; L. R. Heflin, of the G & G Stores Company, Fairfax, Okla, and L. G. Boone, president of the American Retailers' Association. The program of this conference was given program of this conference was given on page 153 of the January 22 issue of PRINTERS' INK.

Appointed Western Manager

of Gehring Publications
Ray D. Smith has been appointed
Western manager of the Gehring Publishing Company, New York, publisher
of the National Hotel Review, Hotel
Operation and the "Gehring Hotel Directory." He will have his headquarters at Chicago. Mr. Smith formerly
was with the J. Walter Thompson Company. More recently he has been associated with Hotel Management as Western manager.

ern manager.
In his new work Mr. Smith will be assisted by Stuart B. Potter and G. A. Michell.

"Current Opinion" Appoints

Burton R. Freer, Ltd.,
Burton R. Freer, Ltd., publishers'
representative, Chicago, has been appointed Western advertising manager of
Current Opinion.

P. C. Searles to Direct India Tire Sales

Paul C. Searles, treasurer of the India Tire & Rubber Company, Akron, Ohio, has been appointed general sales manager of that organization.

Multigraph Ribbons Re-inked process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy. Dept. B. 67 West Broadway, New York City

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used Printers' Complete Outfitters Conner, Fendler & Co., New York City

Wall Motto

For sale. Copyr. idea approved by Art Stores. Peppy sentiment is universal; construction, simple and unique. Box 691, P.I.

For unusual business opportunities Consult Supply & Demand (Est. 1921), 1823 Broadway, New York, Telephone Columbus 2394.

Over a billion dollar fieldand no publication covering it.

I have complete plans for a publication, including 6 months survey of field, dummy of first issue, etc. Open for connection with publisher or advertising man financially interested. Box 699, Printers' Ink.

HELP WANTED

Man well versed in estimating to be Assistant to Manager of moderate sized printing house. Experience and refer-Apply Intellige Lancaster, Pa. Intelligencer necessary. Printing Company,

Photo - Engraving Salesman, Excellent opportunity for the right man. Actna Photo-Engraving Co., Inc., 511 W. 42nd Street, New York City.

Advertising Solicitor

by long established educational maga zine. Must get immediate results. M herry 3150-79 Halsey St., Newark.

The publisher of two nationally known magazines with circulations exceeding 350,000 and growing fast, needs an experienced man or woman to develop local magazine agents through correspondence. Must be a good copy-writer—organizer

—a business-getter. Good opportunity for Someone who has outgrown position as lieutenant and is now ready to take the responsibility of manager of a subscription-getting organization made up of local part time canvassers. Address W. B., Box 43, Station D. Post Office, New York City. LAYOUT MAN —New York agency has an opening for a young man who can handle layout, type specifications, proofreading and make rough sketches for art work. Copy writing ability de-sirable but not essential. Box 721, P. I.

SALESMEN

for show window service contracts. Can use two or three more competent men.
Commission basis. Write A. Cherney,
1330 W. Van Buren St., Chicago, Ill.

Sell Living Publicity from Hollywood. Write for our booklet "How to Sell Motion Picture Advertising." The story told by the man who made \$69,680.57 in 3 years selling Living Publicity. Kinema-Art. Studios, 1426-F Beechwood Drive, Art Studios, 142 Hollywood, Calif.

COPY ABILITY WANTED

A mature writer, with at least 5 years' experience and willing to prove his ability before connecting, will have exceptional opportunity in progressive Newark, N. J., agency. Should live within reasonable distance of Newark. State salary, age, experience and other essential details. Address Box 701, Printers' Ink.

WANTED

By a well-known progressive New York Publishing House.

A young man with experience and training as a magazine advertising solicitor possessing wide acquaintance among advertisers and advertising agents in the East, and who seeks a greater oppor-tunity for advancement.

Address all communications, giving age, nationality and religion, former and present connections, experience and qualifications to Box 714, Printers' Ink.

Technical opywriter

With engineering knowledge of machinery and metal products. Opportunity for advancement in large organization. Reply should state full particulars as to age, salary, education and all business connections. Box 717, Printers' Ink.

SALES PROMOTION

Leading chemical manufacturer established 75 years needs young man, fexible of mind, intelligent and with some experience writing direct-by-mail circulars, to stimulate sales. An opening with great possibilities of development. Box 696, Printers' Ink.

We have an opening in either our New York or Chicago office for single young man as advertising solicitor. Prefer young man whose family is in newspaper business and who has had actual experience on a paper with 25,000 circulation or more in one of the smaller cities, and who understands local advertising in a city of that size in all its detail. Permanent position with advancement for the right young man. Address Box 695, Printers' Ink.

Typographer–Artist

Large printing concern with complete direct mail organization wants young man to make typographic layouts and finished pen and ink drawings for reproduction. Must have had at least three years' experience in this work. Must know typography and printing and engraving methods, and must have originality, enthusiasm and ambi-Splendid opening with live, tion. growing concern. Write at once stating experience, salary now earned, references, and send samples of your work. The Argus Company, Albany, N. Y.

MISCELLANEOUS

RUTHERFORD'S STANDARD AD-WRITING SYSTEM—Simple, Practical. Makes the Amateur an Expert—the Expert Perfect. System Complete \$2, worth \$50. Jack Rutherford, Kalamazoo, Mich.

CROSS-WORDS!

Puzzles for advertising; special designs and wordings worked out. Popular Prize Winner. Arthur Basquil, 1035 Union St., Brooklyn, N. Y.

POSITIONS WANTED

Layout man, first class compositor, with wide experience in the typographical art, available. Interesting samples from previous positions. Box 692, care of Printers' Ink.

ART DIRECTOR

Endorsed by present employer who agrees he's outgrown present job as assistant art director national magazine, seeks berth preferably publishing field. Experienced supervising pictorial illustration, all processes and production. Photo retouch expert; seasoned layout man. Age 29. Box 711, Printers' Ink.

YOUNG MAN—Age 21, single, reliable, accurate, honest, five years advertising experience, desires position as production manager or assistant. Box 698. Printers' Ink.

Production Man—Age 31. Five years' experience in adv. dept. of large manufacturer. Knowledge of printing; engraying; dealers service; campaigns, etc. Salary \$50 per week. Box 697, P. I.

ARTIST—Desires position doing advertising art work. Some free-lance and agency experience. Training received both here and in Europe. Salary secondary to opportunity. Box 718, P. I.

Advertising Solicitor would use long experience on great newspapers to better himself. Any field where selling is essential. Location optional. Salary desired \$5,000. Box 713, Printers' Ink.

Production and Dealers' Service Young man, 24, with 4 years' experience with national advertiser. Knowledge of type, engraving, layouts, copy, etc. Moderate salary. Box 700, Printers' Ink.

Production Man—Agency experience buying engraving, electrotyping, printing, art work. Thorough knowledge of type and mechanical layout. Know production costs. Moderate salary. Box 705, P. I.

Position wanted by first class house organ and publicity man now doing automotive, auto-electric and mechanical class journal work. Box 708, Printers' Ink.

YOUNG MAN—Ambitious, with good general and advertising experience, wants opportunity to develop with an agency. Understands production, copy, etc. Address Box 720, PRINTERS INK.

FREE LANCE ARTIST
Layouts, visualization and finished drawings. Has time to serve one more client. Edward Staloff, 147 W. 23rd St., New York. Telephone Chelsea 4382.

ADVERTISING MANAGER
Broad experience both as advertising
manager and as agency man. Seeks
connection with manufacturer any
where. Box 715, Printers' Ink.

PRODUCTION MANAGER
Thoroughly familiar and competent to handle a Direct-Mail Department in the mailing, addressing, multigraph equipments, desires connection. Box 694, P. l.

RESEAROH MAN

Five years' experience advertising and association research work. Can make investigations, gather and compile statistics. Understand merchandising problems. Age 27, good education and best references. Box 703, P. I., Chicago Office.

Advertising and Sales Promotion Manager—

Thirteen years' exceptional training; would like to present his story in detail to any executive who feels he has a substantial opportunity to offer a man with rather broad experience in merchandising, advertising and sales problems. Married, age 33. Salary reasonable. Location optional. Box 723, Printers' Ink.

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ık. good COPY, SERVICE & CONTACT MAN Now with 4A N. Y. agency. 8 years agency experience, retail, mail order, national. Fine record. 2 weeks notice required. Salary \$100 a week. Box 710, P. I.

COPY WRITER

Also idea and layout man. Eight years' experience. Available for situation anywhere. Box 716, Printers' Ink.

N. Y. ADV. WRITER

Expert, wide experience chief for big agencies. At 706, care of Printers' Ink. Address Box

Have You Room for This Young Man Age 23, well educated and has two years' experience as a trade-paper advertising salesman. With a little training he will be qualified to act in any reasonable capacity. Can write copy. Address Box 719, P. I.

NEED DETROIT MANAGER!

Experienced in sales and advertising, knows all agencies, automotive plants, larger manufacturers. Open for immediate connection. Can give best references. Address Box 709, P. I.

ADVERTISING RADIO

Young man possessing 15 years' practical sales promotion and advertising experience, also working knowledge of Radio, desires position with progressive manufacturer or agency. 35: married. Box 689, P. I.

ENGINEER-ADVERTISING MAN Twelve years as agency copy, production and contact man, advertising manager and editor. Broad experience, both in adver-tising and engineering. Now employed, tising and engineering. Now employed, but ambitious for heavier work. Address Box 702, P. I. I shall reply to your letter.

Advertising man seeks position. Knows engraving, all about printing, merchandising. 16 years newspaper experience. Nearly 2 years handling complete details campaigns in South America. Knows Spanish, translate Portuguese. Would go abroad. Good writer and layout. Box 707, Printers' Ink.

ADVERTISING MAN
Skilled in all angles of buying quality
printing, art work, engravings. Eight
years' experience publishing and merchandising. Excellent knowledge advertising
details, make-up, etc. A good printing
supervisor or production manager for pubprinting supervisor or production college trained lisher or manufacturer. Box 690, Printers' Ink. College trained.

This Is She

The woman you should employ to write your advertising and publicity. Her experience covers food, fashions, soap, household accounts, religious organizations. She wants a job with an agency or advertising manager. Box 704, P. I.

Advertising manager. Box 704, P. I.

HERE'S A GOOD BUSINESS RISK
for the wide-awake advertising manager
or copy chief. I have had no extended
advertising experience, but six successful years in direct selling. Marked
ability in the use of English in expressing and impressing. Age 34.
single, Christian, college man. Initial
salary of minor importance to opportunity of daily association with
copy man who "Knows His Stuff."
Address Box 712, Printers' Ink.

WE CONNECT THE WIRES

WE WANT ADVERTIS-ING SALESMEN AND COPYWRITERS. If you have sold space—and if you your salary requirement is around \$40-\$50 per week-we can put you in immediate touch with good positions. You risk nothing; free registration; we must deliver the goods before we can charge you a cent for our service. Write us today.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LO'G. SPRINGFIELD, MASS.

Lady with all around publishing experience-circulation, editorial and adverpertunded the state of the stat

Box 693, Printers' Ink.

On account of reorganization, we have two excellent men leaving. We hate to lose them but are pursuing the only course open to us. One is a combination layout and copy man who is destined to be a big leaguer. His work will be acceptable in any agency or advertising manager's position. The other is a real salesman and merchandiser. Has been both advertising manager and salesmanager. He can sell and develop any class of agency business. Both of these men are recommended in unqualified terms. Neither would be leaving us if circumstances were different. Further information by writing Box 722, P. I.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter. copy, drawings, etc. Admeter the companion of the control of the con matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all sam-ples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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WOULD you make your Boston advertising campaign a success from the very start? Then you must, above all else, keep these four facts prominently in mind:

First, that the people of this vast, rich market are divided into two, distinct groups.

Second, that the Boston territory can be completely covered only by reaching both these groups.

Third, that one of these groups may be reached through any one of several good newspapers.

Finally, that the other vast group, great in every quality which makes newspaper circulation valuable, is covered only by the Herald-Traveler.

To buy newspaper space in Boston without a clear understanding of Boston's divided market is to handicap your campaign before it starts. Write today for your copy of "Business Boston," an instructive booklet that will help smooth the path to profits in this rich market.

BOSTON HERALD-TRAVELER



Are you fishing for fun or for fish?

Talking to the Chicago Advertising Council recently, E. LeRoy Pelletier, Advertising Manager of the Rickenbacker Motor Co., compared newspapers to seines and magazines to fly-casting.

"Too many advertising men concentrate on the fun phase of advertising rather than on tangible results," said Mr. Pelletier. "They spend more money and time on bait than the catch justifies. They pride themselves on the beautiful layout, the artistic color scheme, the liberal amount of 'white space,' and then, they accept the plaudits of fellow professionals in lieu of results.

"If you are out for fish and not for fun, use the seine—the daily newspaper, which reaches those in the depths as well as near the surface—those in the swift social stream and the quiet pools of homes. It isn't beautiful—the newspaper page; its white space isn't so white; it lends itself better to type than to illustrations. To reason and logic rather than to elusive mental impressions. It brings all classes of fish in for your inspection—lands them, as prospects in your show-room. If you are after 'bass' you'll get more bass in one edition than you would get in several months of fly-casting among those lily pads where you imagined the bass were. You will find in each haul many species and varieties for which you had not sought, but which will suit your purpose admirably.

"Periodicals of limited circulation and infrequent appearance, distinguished for the select class of homes into which they go might be likened to trolling for pike or muskellunge. Muskellunge fishing is exciting mainly because you so seldom get one—and when you do he is so uncertain to hold. Use the seine and you are bound to reach him."

And when you want a seine, remember that more than a million Chicago Tribunes are sold every Sunday and more than 600,000 every week-day.

The Chicago Tribune